

IMPACT

A Company Limited by Guarantee under
Ministry of Youth and Sports

ANNUAL REPORT 2021

IMPACT INTEGRATED

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foreword

Foreword by the CEO

2021 marks the third year since the inception of Impact Integrated after the government rationalisation in 2018. I will start this note by addressing the pandemic that plagued us the past two years, which worsened due to irresponsible individuals at the start of the year and became better with cases reducing and the economy opening up towards year-end. Not to mention the ongoing political uncertainties since the previous year, seeing how some politicians continued playing a game of chess amongst themselves.

2021 also saw the biggest flash flood since 1971 hitting the country. With little to no warning whatsoever, Malaysians in many parts of the country suffered and lost their loved ones, properties, and belongings. I believe it's extremely crucial to implement a structural change in handling floods, have better policies that govern environmental protection, and most importantly, to instill a better attitude amongst our citizens towards climate change.

While the country braved through a difficult year, it is always heartwarming to see how Malaysians are always there for one another. As a government agency, we are not immune to all of this. We empathise and were inspired by the love Malaysians have for each other and so we tried to the best of our ability to help within our limited resources. From mobilising our Impact Tolong Hantar (#ITH) to provide support for communities needing assistance to take vaccines; to launching a campaign to provide mental health subsidy and support for youth affected due to the pandemic; to waiving rental for our tenants at our sports complex. When the flash flood hit, through our #ITH initiative we provided funding for organisations needing logistic support in sending aid as well as sending our own volunteers for post-flood recovery.

Apart from everything else that was happening to the country, we soldiered on in 2021. We focused on delivering results, fulfilling our mandate, growing ourselves, and serving our communities. Most importantly, we doubled-down on empowering the youth, a diverse group with endless different lived experiences, supercharged by action and energy, yet are forever underestimated and under-represented.

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Empowerment comes from a perspective of equality and equity, something we learnt through our journey since 2019. We acknowledge that the youth's lived experiences as an asset, and empowers them the way they want to be empowered, not the way we think they want to be empowered. It is our hope that youth development ecosystems will one day see youths, not as problematic subjects, but as people who are already spreading positive change - and our job is to amplify their change to be bigger and more meaningful than ours.



Ahmed Faris Amir

Chief Executive Officer
Ketua Pegawai Eksekutif
Impact Integrated

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2021 particularly saw Impact Malaysia, our initiative to empower youth changemakers carrying out another solar system installation project, this time it is for the residents of Kampung Orang Asli Bukit Telaga, Raub. Previously known as Impact Through Technology and now as Sinar Solar, access to clean solar energy supply can be channeled to rural communities without having to impact the environment or incur large costs.

Together with Suncrox Solar, the program benefited 16 Orang Asli households, while training beneficiaries on how to maintain and grow self-contained electrical access. In addition, Impact Malaysia also donated a solar inverter system and a freezer type refrigerator for the use of the Bukit Telaga community, which can help community residents save and store food for a longer period of time.

Sinar Solar will be our annual project as the impact report that you can find in the latter part of this document would denote how high the social return was. We welcome corporate companies, non-governmental organizations and donors to provide targeted assistance to the young changemakers of Impact Youth, so that youths can be leaders in social change. Apart from this project, Impact Malaysia ran

its annual program as intended, virtually, including Akademi Impact, Impact Takeover, Belia Bekerja and many more.

Picksum, on the other hand, underwent a model change this year. Initially shaped as a marketplace for youth products, a legacy model when it was first conceptualized, Picksum has now become an ecosystem for youth entrepreneurship development, focusing on early-stage youth entrepreneurs nationwide and marginalized communities such as Orang Asli. Choosing early-stage youth and marginalized entrepreneurs is a business decision we made, and we believe that investing in them means empowering the economy and bridging economic inequalities. It is our sincere hope that the ecosystem Picksum created – Picksum Club, Bisnes Orang Muda, Picksum Labs, Dana Picksum and many other initiatives will empower more youths to reap the harvest, from that tree we call entrepreneurship.

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In 2021, Picksum and Impact Malaysia joined forces, to organize a pilot youth empowerment program in Kuantan called Hogoh Anak Muda and a pilot project for Picksum Labs incubator program for early-staged young female entrepreneurs, making sales of less than RM1,000 per month, called Girlboss.

We selected projects to be funded from the two programs and it included a transformation project which will benefit homeless people in Kuantan to help them return to society; and a social enterprise activated by Orang Asal families in Jernang through the sales of organic fertilizer produced from food waste; and two other youth-led businesses in F&B and IT services, targeted to solve problems faced by rural communities.

Esports Integrated (ESI) in 2021 continued to fulfill its mandate to the Ministry of Youth and Sports (KBS) to catalyse a sustainable, inclusive, and vibrant ecosystem. Staying true to the belief that esports is a great platform for youth to create wealth and chart a sustainable career path, we partnered with many prominent organizations and academies to host ESI Masterclass, a capacity building program and delivered modules to teach self-producing esports, esports management, esports for women, and a few game titles including Mobile Legends Bang Bang, League of Legends, and FIFA.

As esports will continue to be a global culture and grow into one of the world's largest industries, it is crucial for us to ensure that access is given to all esports enthusiasts equitably and most definitely, the less-abled (OKU). ESI hosted Malaysia's first esports tournament for the OKU community, Para Malaysia Esports League (Para MEL21), offering a total prize of RM10,000, in October.

Organized in collaboration with Techninier, Malaysian Youth Council (MBM) and the support of the Malaysian OKU Youth Council, Para MEL21 is in line with the government's objective to develop esports as a safe and inclusive ecosystem for community, where anyone can be an esports player, regardless of their identity and background. It is our hope that with the cooperation of industry players and related agencies, this special tournament for the less-abled can be

taken to a greater level, closer to the Paralympic Games organized by the International Paralympic Committee (IPC).

Every other program mandated to ESI following the KBS Esports Development Plan was successfully held. From our efforts to advocate for a safer ecosystem; to hosting national level championship and league namely Malaysia Esports Championship (MEC) and Malaysia Esports League (MEL); to creating a national platform for esports management and through esukan.gg that has 160,000 users now; to hosting series of programs through Malaysia Esports Festival as well as ESI Challenges; and many more. Despite our esports hub undergoing some delay, it will finally be the home to the Malaysian esports scene in April 2022.

Above all, we believe that ESI has solidified its position as the central initiative by the government to catalyse a better ecosystem for the industry and 2022 will witness our efforts in ensuring better regulation for the industry through the National Esports Regulatory Guidelines.

Our radio station, Rakita 107.9, has grown leaps and bounds since our inception in 2019, with an increase in audience and revenue. Our signature event, Anugerah Lagu Indie (#ALI2021) were held for the second edition and this time looking a little different with a fresh combination between two industries, indie music and esports, seeing an overlapping trend between the two. #ALI2021 finalists showcased their talents in gaming through a friendly match in the virtual arena playing Street Fighter.

In its entirety, #ALI2021 is about fulfilling our promise to host it again for the second time and commitment to support a growing industry that has nurtured amazing talents. We genuinely hope that the platform that we create together with our partners Hashtag Media, Kamar Seni, and Angkasa Event Space will be a stepping stone for all the performers that participated.

Unlike the previous year, the grand finale of #ALI2021 happened right during the heavy rain and flash flood that hit the country. Our people and the finalists of #ALI2021 weren't excluded from the natural disaster. Arunboii, the champion of this year's ALI, was stuck in the flood himself. He drove out trying to get to the grand finale's location when the water level was already reaching the ground floor of his residence. Arriving later than the rest, it was his determination and passion for his music that got him through and emerged victorious, beating 756 other song entries this season, and won the grand prize of RM 7,000 in cash.

“In its entirety, #ALI2021 is about fulfilling our promise to host it again for the second time and commitment to support a growing industry that has nurtured amazing talents”

This year we are happy that ALI managed to gain support and cooperation from Media Mulia, TuneCore & Believe Music, and Vans Malaysia. We believe that the effort to raise the standard of the music industry in Malaysia to a higher level is not the responsibility of the music industry alone. The homeland's indie music community desperately needs support from all parties including the private sector, government agencies, commercial investors, and many more. For ALI next season, we would like to invite more organizations that are interested to support these indie music enthusiasts together with us to make ALI2022 a success.

For KBS, Rakita published a special segment called Akar Muda, where agencies under KBS can highlight their programs and initiatives to the public. Throughout the year, Rakita published a total of 32 episodes featuring a total of 32 representatives from the Ministry. Bisnes Muda Mudi, is also another segment dedicated to KBS. Rakita partnered with Picksum to publish the stories of young entrepreneurs, their experiences and hurdles behind their business success. Both segments air every Wednesday and were also available on rakita.my podcast.

Another milestone for 2021 is the launch of mySukan TV, an initiative to create a media platform owned by KBS that can support grassroots sports in Malaysia to achieve sustainability, in support of Visi Sukan Negara.

mySukan TV plays an important role in collaborating with grassroots sports enthusiasts and to attract private investors as well as generate advertising revenue through the production of live broadcast programs of sports events. The development of grassroots sports requires strategic collaboration by the private sector not only as sponsors of these programs, but also to share knowledge and support our programs together.

The main program on mySukan TV – mySukan Live, is a live broadcast programme of grassroots sports matches or tournaments in Malaysia. mySukan TV has successfully broadcast 7 episodes of sporting events throughout the year. The first episode of mySukan Live began with the live broadcast of Hari Sukan Negara on 9 October, followed by other events including swimming, gymnastics, silat, karate, women's soccer and netball at the community level. There's more to come from mySukan TV and we are happy to welcome the cooperation of all grassroots sports players as well as the private sector to jointly create and offer new opportunities for our sports industry to continue growing.

“mySukan TV plays an important role in collaborating with grassroots sports enthusiasts and to attract private investors as well as generate advertising revenue through the production of live broadcast programs of sports events”



In 2021, our mandate to reopen Kiara Skatepark, a focal point for extreme sports enthusiasts, especially the skateboarding and BMX community around Klang Valley was finally fulfilled. After much delay due to COVID-19, the repairs and renovations that began in early January were completed in October, before reopening to the public by placing compliance with standard operating procedures (SOPs) at the highest level. Kiara Skatepark Relaunch Ceremony – ‘The Rebirth of Kiara Skatepark’ was organized together with our sponsors, Vans Malaysia and U Mobile. With this new role entrusted to us by KBS, we intend to work with the extreme sports community in an effort to boost and sustain this skatepark.

Looking back at how far we've come, we want to take a moment to recognise our Board of Trustees (BOT) led by Syed Azmi Alhabshi for all the trust and support that they have given us, throughout the way. It has been a privilege to work with such a diverse group consisting of experts from many different sectors. With their guidance, we have not only improved our governance and programs, but also our culture. Impact Integrated will always be a group of individuals coming together to make a difference for the nation and for that we will always be thankful to the BOT.

As always, we are excited for what's to come. While it may be scary and difficult, we will continue doing what we ought to do. As CEO, I know I am not alone, I have my colleagues who are also my family, sharing the same goals, and fighting the same fight. We will weather the storm coming our way in 2022 together and we genuinely hope that we could bring you onboard in our journey, as well.

Farewell 2021, I will not miss you, and hello 2022, please be kind.


Ahmed Faris Amir
 Chief Executive Officer
 Ketua Pegawai Eksekutif
 Impact Integrated

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Overview

About Impact Integrated

Impact Integrated is a strategic catalyst agency for and under the purview of Ministry of Youth & Sports (KBS). As an impact driven, non-profit company limited by guarantee (CLBG), Impact Integrated has three focus areas namely youth, esports, and media across several flagship brands; Impact Malaysia, Rakita 107.9, Esports Integrated, Spacerubix, Picksum, and mySukan TV.

Tentang Impact Integrated

Impact Integrated adalah sebuah agensi pemangkin strategik untuk dan di bawah bidang kuasa Kementerian Belia & Sukan (KBS). Sebagai sebuah Syarikat Berhad Menurut Jaminan (SBMJ) yang didorong oleh impak dan bukan berkeuntungan, Impact Integrated mempunyai tiga bidang tumpuan iaitu belia, sukan elektronik dan media merentasi beberapa jenama utama; Impact Malaysia, Rakita 107.9, Esports Integrated, Spacerubix, Picksum, dan mySukan TV.

What is our role as a strategic catalyst?

As a strategic catalyst, Impact brings experience, expertise, and strategic methodologies to help catalyse, create, consult on and innovate Youth and Sports Centric Initiatives. Initiatives under our purview will always be strategically aligned with the mission, vision and goals of the Ministry of Youth and Sports.

Impact Integrated adopts a multi-pronged approach to empower youths and sports initiatives. This led to the creation of 7 brands under the banner of Impact Integrated, each fulfilling a different purpose but all working seamlessly under a singular integrated group.

Vision Visi

Nurturing future leaders amongst the youths to create meaningful social impacts. We devote ourselves to creating superior products and services, thereby contributing to a better youth society.

Memupuk pemimpin masa hadapan dalam kalangan belia untuk mewujudkan impak sosial yang bermakna. Kami memfokuskan kepada kualiti produk dan perkhidmatan yang premium supaya dapat menyumbang kepada masyarakat belia dengan lebih baik.

Apakah peranan kami sebagai pemangkin strategik?

Sebagai pemangkin strategik, Impact membawa pengalaman, kepakaran dan metodologi strategik untuk membantu memangkin, mencipta, merunding dan menginovasi inisiatif-inisiatif berteraskan belia dan sukan. Inisiatif di bawah bidang kuasa kami akan sentiasa diselaraskan secara strategik dengan misi, visi dan matlamat Kementerian Belia dan Sukan.

Impact Integrated menggunakan pendekatan pelbagai serampang untuk memperkasakan inisiatif-inisiatif belia dan sukan. Ini membawa kepada penciptaan enam (6) buah jenama di bawah sepanduk Impact Integrated, setiap satunya mendukung misi yang berbeza tetapi kesemuanya berfungsi dengan lancar di bawah sebuah pasukan tunggal yang bersepadu.

Mission Misi

To inspire Malaysian youths to create and take part in high impacts projects through our social initiatives and programs.

Untuk memberi inspirasi kepada belia Malaysia untuk mencipta dan mengambil bahagian dalam projek berimpak tinggi melalui inisiatif dan program sosial kami.



Our Businesses

Impact Integrated is a strategic catalyst agency consisting of six separate but integrated brands.

Impact Malaysia

Impact Malaysia is a social impact initiative to empower youth to become changemakers through various capacity building activities, funds, social impact projects, collaborations and strategic communications.

Impact Malaysia ialah inisiatif impak sosial untuk memperkasakan belia untuk menjadi pembuat perubahan melalui pelbagai aktiviti pembinaan kapasiti, dana, projek impak sosial, kerjasama dan komunikasi strategik.

Pillars of IM:

- Enable
- Advocate
- Amplify

Teras IM:

- Pemboleh
- Advokasi
- Gandakan

Rakita

More than just a radio station, Rakita is a multiplatform infotainment media brand tailored specifically for the youth, targeting listeners between the ages of 15 and 34.

Rakita started broadcasting on the 8th of January 2019, and since then Rakita has developed and grown its 360 media platform in hopes of becoming the voice of underserved Malaysian youths by sharing their talents, thoughts, opinions, raising public awareness and enhancing their interests towards a progressive and positive lifestyle with a youth-centric delivery. Rakita broadcasts in Bahasa Melayu and English.

Lebih daripada sekadar stesen radio, Rakita ialah jenama media infotainment berbilang platform yang disesuaikan khusus untuk golongan muda, menyasarkan pendengar berumur antara 15 dan 34 tahun.

Rakita mula bersiaran pada 8 Januari 2019, dan sejak itu Rakita telah membangunkan dan mengembangkan 360 platform medianya dengan harapan untuk menjadi suara golongan belia Malaysia yang kurang mendapat perkhidmatan dengan berkongsi bakat pemikiran, pendapat, meningkatkan kesedaran orang ramai dan meningkatkan minat mereka ke arah gaya hidup yang progresif dan positif dengan penyampaian yang berpusatkan belia. Rakita bersiaran dalam Bahasa Melayu dan Bahasa Inggeris.

Pillars of Rakita:

- Entertainment
- Sports
- Interest
- Food

Teras Rakita:

- Hiburan
- Sukan
- Minat
- Makanan

Esports Integrated

Esports Integrated (ESI) - an initiative under Impact to catalyse a vibrant, sustainable and inclusive esports ecosystem in Malaysia through the creation and implementation of structures stated inside KBS's Strategic Plan for Esports Development 2020-2025.

Esports Integrated (ESI) adalah sebuah inisiatif yang dibangunkan untuk memangkin ekosistem sukan elektronik yang rancak, mampan dan inklusif di Malaysia melalui penciptaan dan pelaksanaan struktur yang dinyatakan dalam Pelan Strategik Pembangunan Esports 2020-2025 KBS.

Pillars of ESI:

- Platform
- Tournament
- Events
- Hub
- Capacity Building

Teras ESI:

- Platform
- Pertandingan
- Acara
- Hab
- Pembangunan Kapasiti

Perniagaan Kami

Impact Integrated adalah pemangkin strategik yang terdiri daripada enam (6) buah jenama yang berasingan namun bersepadu.

Picksum

Picksum is an ecosystem for youth entrepreneurship development, consisting of capacity development, business networking and funds.

Picksum adalah sebuah ekosistem untuk pembangunan keusahawanan belia yang terdiri daripada pembangunan kapasiti, rangkaian perniagaan dan juga dana.

Pillars of Picksum:

- Empower
- Network
- Fund
- Market

Teras Picksum:

- Perkasa
- Rangkaian
- Dana
- Pasaran

mySukan TV

mySukan TV aims to be the leading platform for grassroots sports and talents in Malaysia, through Live Streaming, News Delivery and Video, Tips on Health and Lifestyle.

mySukan TV menasaskan untuk menjadi platform utama untuk sukan dan bakat akar umbi di Malaysia, melalui siaran langsung, penyampaian berita, dan kandungan tip kesihatan dan gaya hidup.

Pillars of mySukan:

- Livestreaming
- Bytes
- News
- Hangout

Teras mySukan:

- Siaran Langsung
- Bytes
- Berita
- Hangout

Spacerubix

Spacerubix is Klang Valley's most vibrant community space located in Puchong, with amenities for meetings, sports, fitness, events and cost-effective lodging. Situated in Puchong, Spacerubix caters for all venue needs under the sky.

Spacerubix adalah sebuah ruang komuniti dengan reka bentuk unik dan menarik yang terletak di Puchong. Spacerubix menawarkan pelbagai kemudahan lengkap untuk menjalankan aktiviti seperti mesyuarat, sukan, keceriaan, acara serta dilengkapi kemudahan penginapan dengan kos rendah.

Pillars of Spacerubix:

- Community events
- Event space
- Sports centre

Teras Spacerubix:

- Acara komuniti
- Ruang acara
- Pusat sukan

Our Core Values

Company values are the central, underlying philosophies that guide a business and its employees. These beliefs also influence the way a company interacts with partners, clients, and shareholders. A company's culture must align with its core values in order to create a shared, enduring, and positive environment for all these parties.

The benefits of defining and living by your values are immense. The top factor of employee satisfaction is the culture and values of an organization, and over 75 percent of employees consider it "very important" to work for a company with defined core values. This translates to a better bottom line: companies with highly aligned cultures and innovation strategies see 30 percent higher enterprise value growth and 17 percent higher profit growth.



Nilai Teras Kami

Nilai teras syarikat kami merujuk kepada falsafah asas yang membimbing perniagaan-perniagaan kami serta kakitangannya. Kepercayaan ini juga mempengaruhi cara syarikat berinteraksi dengan rakan kerjasama, pelanggan dan pemegang saham. Budaya syarikat mesti sejajar dengan nilai terasnya untuk mewujudkan persekitaran yang dikongsi, berkekalan dan positif untuk semua pihak ini.

Faedah mentakrifkan dan menghayati nilai-nilai ini sangat besar. Faktor utama yang memberi kepuasan kepada kakitangan adalah budaya dan nilai sesebuah organisasi, lebih 75 peratus pekerja menganggap bahawa "sangat penting" untuk bekerja dengan syarikat yang mempunyai nilai teras yang kukuh. Ini diterjemahkan kepada keuntungan yang berganda termasuklah: syarikat yang mempunyai budaya dan strategi inovasi yang sejajar cenderung untuk pertumbuhan nilai syarikat mendapat 30 peratus lebih tinggi dan pertumbuhan keuntungan 17 peratus lebih tinggi.



Integrity
Integriti

Integrity is one of the fundamental pillars upheld at Impact Integrated. We inculcate the value of integrity within each and every single employee. We believe in being transparent and ethical in every aspect of our business.

Integriti adalah salah satu teras yang ditanamkan di Impact Integrated. Kami menerapkan nilai integriti dalam setiap kakitangan. Kami percaya dalam bersikap telus dan beretika dalam setiap aspek perniagaan kami.



Growth-focused
Berkuskan Pertumbuhan

We believe that to successfully grow a company, we must ensure that we create an environment where our employees can grow and develop with us. We believe that a company's growth and the personal and professional growth of its employees are one and the same.

Kami percaya bahawa untuk berjaya mengembangkan syarikat kami mestilah mewujudkan persekitaran di mana kakitangan kami dapat berkembang dan maju bersama-sama dengan kami. Kami percaya bahawa kemajuan syarikat dan kakitangan individu serta profesional saling bergantung hubung dan bersepadu dan sama.



Socially-conscious
Cakna Sosial

As a social conglomerate, we believe in creating a positive impact on society with each of our business endeavours.

Sebagai sebuah konglomerat sosial, kami percaya dalam mewujudkan impak positif kepada masyarakat dengan setiap usaha perniagaan kami.



Entrepreneurial
Keusahawanan

We believe in embracing the entrepreneurial spirit by being critical and proactive with each of our business endeavours.

Kami percaya dengan semangat keusahawanan dengan bersikap kritis dan proaktif dalam setiap usaha perniagaan kami.



Consultative
Bijak Berunding

Being consultative is a two-way street. We aim to create a culture of willingness to accept and seek out advice and feedback from others as well as a willingness to provide the same.

Perundingan adalah perbincangan dua hala. Kami berhasrat untuk mewujudkan budaya kesediaan menerima dan mengguna pakai nasihat dan maklum balas daripada orang lain serta kesediaan untuk berbuat yang sama.



Innovative
Inovatif

We seek out and actively prioritize innovative solutions to stay ahead of the curve.

Kami turut bergiat aktif dalam mencari dan mengutamakan penyelesaian inovatif untuk mengatasi keluk.

Our Approaches

Pendekatan Kami



Digital

Digital

Digital approach encompasses the effect of better co-working experience, ease of measuring the impact in everything we do and effective information transfer. As part of our digital transformation move in mid-2019, we work and store our information on Google Suite and optimize the use of digital machineries and digital media in our business models.

Pendekatan digital merangkumi manfaat bekerja dalam pasukan dengan lebih baik, pengukuran impak dalam setiap perkara yang kami lakukan dan memudahkan pindahan maklumat dengan berkesan. Sebagai sebahagian daripada usaha kami ke arah transformasi digital pada pertengahan 2019, Impact Integrated telah mula bekerja dan menyimpan maklumat di Google Suite serta mengoptimalkan penggunaan mesin digital dan media digital dalam model perniagaan kami.



Data-centric

Berteraskan data

Along the way of executing our business models, we collect and analyze data for improvements, strategy realignment and in some cases, pivoting and creating new revenue and impact models. To make sure data is generated, we use platforms with analytics and pre-determine the data we need to track prior to the execution of any plans.

Dalam melaksanakan model perniagaan kami, kami mengumpul dan menganalisis data untuk penambahbaikan, penajajaran semula strategi dan dalam beberapa kes, memutar dan mencipta model hasil dan impak baharu. Untuk memastikan data dijana, kami menggunakan ciri analitik platform dan menentukan data yang perlu kami jejak sebelum pelaksanaan sebarang rancangan.



Integration

Integrasi

Being a conglomerate, we strive to deliver results together regardless of the difference in purviews, aiming for maximum performance in relation to our initial strategies and direction. Using this approach, we minimize the noise in strategy delivery, optimize resources and have constant check and balance on what works and what doesn't.

Sebagai sebuah konglomerat, kami berusaha untuk sentiasa bekerjasama tanpa mengira perbezaan dalam bidang kuasa, menyasarkan prestasi maksimum sejajar dengan strategi dan hala tuju kami. Menggunakan pendekatan ini, kami meminimumkan ralat dalam strategi, mengoptimalkan sumber dan sentiasa menyemak dan mengimbangi perkara yang berkesan dan tidak.

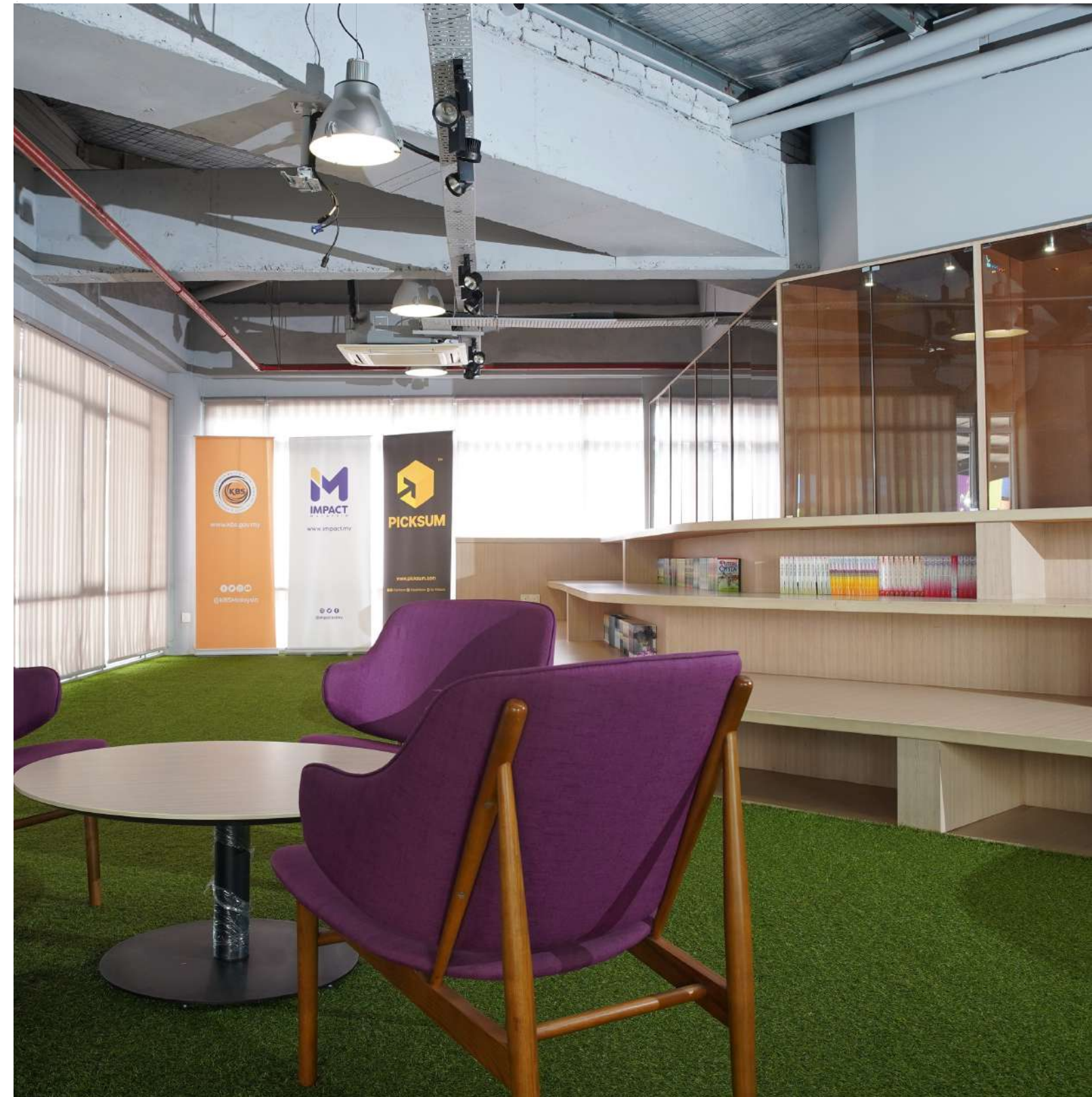


People-driven

Didorong oleh tenaga manusia

As a conglomerate for social impact, we factor in user experience in all efforts we do, alongside advocating positive changes in human behaviour. This is reflected in our product development, communications, business strategies to internal management and policies concerning staff, which is done consultatively within the organization and business unit purviews.

Sebagai sebuah konglomerat impak sosial, kami mengambil kira pengalaman pengguna dalam setiap usaha yang kami lakukan, di samping menyokong perubahan positif dalam tingkah laku manusia. Ini ditunjukkan menerusi pembangunan produk, komunikasi, strategi perniagaan kepada pengurusan dalaman, dan dasar berkenaan kakitangan, yang dilakukan melalui perundingan ahli-ahli organisasi dan unit perniagaan tersebut.



Strategic Priorities

Keutamaan Strategik

McKinsey's research shows that formal strategic-planning processes play an important role in improving overall satisfaction with strategy development. That role can be seen in the responses of the 79 percent of managers who claimed that the formal planning process played a significant role in developing strategies and were satisfied with the approach of their companies, compared with only 21 percent of the respondents who felt that the process did not play a significant role. Looked at another way, 51 percent of the respondents whose companies had no formal process were dissatisfied with their approach to the development of strategy, against only 20 percent of those at companies with a formal process. Below are the strategic priorities that Impact Integrated adopted in 2021.

Penyelidikan McKinsey menunjukkan bahawa proses perancangan strategik formal memainkan peranan penting dalam meningkatkan kepuasan keseluruhan terhadap pembangunan strategi. Peranan tersebut dapat dilihat dalam maklum balas 79 peratus pengurus yang mendakwa bahawa proses perancangan formal memainkan peranan penting dalam membangunkan strategi dan berpuas hati dengan pendekatan syarikat mereka, berbanding hanya 21 peratus daripada responden yang merasakan sebaliknya. Melihat daripada sudut lain, 51 peratus daripada responden yang syarikatnya tidak mempunyai proses formal tidak berpuas hati dengan pendekatan mereka terhadap pembangunan strategi, berbanding hanya 20 peratus berada di syarikat yang mempunyai proses formal. Berikut ialah keutamaan strategik yang diguna pakai Impact Integrated pada 2021.

Improving relationship with the community

Menambah baik hubungan yang erat dengan masyarakat

Impact Integrated believes that the community is the most important component in business and community-centric initiatives. As we have a community-first approach, we prioritise developing a good working relationship with the community that we operate in. We've organised a number of initiatives to improve community engagement, including organising a stakeholder engagement session with community and business leaders in the esports industry, in conjunction with the development of Visi Sukan Negara 2030 (VSN2030), and organising a town hall session with the community and association leaders of the skating and BMX community in conjunction with the official re-opening of the Kiara Skatepark. We also like to ensure that the community is celebrated and we try to work towards giving them the exposure they deserve, such as when we co-organised Anugerah Lagu Indie, to celebrate the incredible achievements of indie music community.

Impact Integrated percaya bahawa komuniti adalah komponen terpenting dalam perniagaan dan inisiatif berpaksikan komuniti. Memandangkan kami mempunyai pendekatan mengutamakan komuniti, kami mengutamakan membangunkan hubungan kerja yang baik dengan komuniti tempat kami beroperasi. Kami telah menganjurkan beberapa inisiatif untuk meningkatkan penglibatan komuniti, termasuk menganjurkan sesi penglibatan pihak berkepentingan dengan komuniti dan pemimpin dalam industri sukan elektronik sempena pembangunan Visi Sukan Negara 2030 (VSN2030), dan penganjuran sesi dewan bandar bersama masyarakat dan pemimpin persatuan komuniti luncur dan BMX sempena pembukaan semula Kiara Skatepark secara rasmi. Kami juga ingin memastikan masyarakat diraikan dan kami cuba berusaha untuk memberikan pendedahan yang sepatutnya kepada mereka, seperti ketika kami menganjurkan Anugerah Lagu Indie, untuk meraikan pencapaian luar biasa komuniti muzik indie.

Agility and adaptability

Ketangkasan dan kebolehsuaian

The ongoing pandemic has made the year 2021 especially challenging for businesses and government agencies alike. There were multiple restrictions that were placed on businesses and community activities. To manoeuvre through these challenges, Impact Integrated prioritises agility and adaptability in our strategy. We transitioned our initiatives, programs and business activities to a virtual set-up immediately and prepared multiple plans for hybrid, virtual and on-ground set-ups for all of our plans. Once restrictions eased up we had both on-ground and virtual events, to maximize our reach as safely as possible. The agility in decision making and pivoting of our plans were key in ensuring that our output in 2021 remained consistent.

Pandemik yang berterusan telah menjadikan tahun 2021 amat mencabar bagi perniagaan dan agensi kerajaan. Terdapat beberapa sekatan yang dikenakan ke atas perniagaan dan aktiviti komuniti. Untuk bergerak melalui cabaran ini, Impact Integrated telah mengutamakan ketangkasan dan kebolehsuaian dalam strategi kami. Kami merombak kesemua inisiatif, program dan aktiviti perniagaan kami secara maya serta membuat pelbagai rancangan untuk persediaan hybrid, maya dan fizikal untuk kesemua rancangan kami. Setelah sekatan berkurangan, kami mengadakan acara fizikal dan maya untuk memaksimumkan jangkauan kami dengan secepat mungkin. Ketangkasan dalam membuat keputusan dan merancang semula adalah kunci dalam memastikan output kami pada 2021 kekal konsisten.

Development centric

Berteraskan pembangunan

In 2021, Impact Integrated had a few brands that were in their infancy and were just launched in 2020 and 2021. The company shifted the gear to be focused on the development of these brands, to ensure that they were sustainable brands in the long run and solidified their position in the industry and within the community that they operate in. Esports Integrated (ESI) was one of the new brands that were introduced in 2020, and in 2021 was going through the second phase of its development stages. Despite being a newly introduced brand, ESI was able to be one of the leading sustainable initiatives in the esports industry both locally and regionally. ESI was able to develop a close relationship and work together with international game publishers such as Tencent and Montoon, local brands such as Lenovo and the local esports state and federal territories association. Coupled with its success, ESI will be operating the National Esports Hub that is slated to be completed and fully operational in 2022.

Another new brand in 2021 is mySukanTV, a sports initiative that was designed to bring awareness to grassroots sports and popularize sporting events. mySukanTV was launched in 2021 and has covered prominent sporting events such as the Tokyo Olympics and the Paralympics. Despite being a new brand, mySukanTV has developed multiple offerings. They have produced multiple short-form videos featuring sporting and healthy tips. mySukanTV also created a news section on their site, offering viewers daily local and international sporting news and updates. With the economy and sports sector opening up in 2022, mySukanTV aims to bring even more grassroots sporting content to their audiences.

Pada tahun 2021, Impact Integrated mempunyai beberapa jenama yang masih berada di peringkat awal dan baru dilancarkan pada 2020 dan 2021. Maka kami tumpukan aktiviti kepada pembangunan jenama-jenama ini, untuk memastikan bahawa jenama-jenama ini kekal mampan dalam jangka masa panjang dan berada di kedudukan yang kukuh dalam industri dan dalam komuniti mereka. Esports Integrated (ESI) merupakan salah satu jenama baharu yang diperkenalkan pada 2020, dan pada 2021 sedang melalui fasa kedua peringkat pembangunannya. Walaupun merupakan jenama yang baru diperkenalkan, ESI mampu menjadi salah satu inisiatif mampan yang terkemuka dalam industri sukan elektronik sama ada di peringkat tempatan dan serantau. ESI dapat membina hubungan rapat dan bekerjasama dengan penerbit permainan antarabangsa seperti Tencent dan Moonton, dan juga jenama tempatan seperti Lenovo dan persatuan-persatuan sukan elektronik tempatan. Di samping itu juga, ESI akan mengendalikan Hab Esukan Kebangsaan yang dijangka akan siap dan mula beroperasi sepenuhnya pada tahun 2022.

Satu lagi jenama baharu pada tahun 2021 ialah mySukanTV, iaitu sebuah inisiatif sukan yang dibangunkan untuk meningkatkan kesedaran sukan akar umbi dan mempopularkan acara sukan. mySukanTV telah dilancarkan pada 2021 dan telah pun membuat liputan acara sukan terkemuka seperti Sukan Olimpik Tokyo dan Paralimpik musim yang sama. Walaupun merupakan jenama baharu, mySukanTV telah mencipta pelbagai tawaran setakat ini. Mereka telah menghasilkan pelbagai variasi video berdurasi pendek yang memaparkan tip-tip sukan dan kesihatan. mySukanTV juga menerbitkan kandungan berita setiap hari. Dengan pembukaan sektor ekonomi dan sukan pada 2022, mySukanTV menyasarkan untuk membawa lebih banyak kandungan sukan akar umbi kepada penonton mereka.

This year, Impact integrated's strategic focus also included growth and expansion. Impact Integrated added two new assets to their portfolio. The first is Kiara Skatepark, a sporting complex in Bukit Kiara. Under the purview of Impact Integrated in partnership with Vans and UMobile, the skatepark was refurbished and given a new identity. The redesigned skatepark was launched in November 2021, and was opened to the public and is under the management of Impact Integrated.

The second addition to Impact's portfolio is the currently in development National Esports Hub. The hub will be a one-stop centre for all gaming needs, fully equipped with professional equipment, multipurpose rooms, and a grand hall fit for a larger tournament. The hub will be launched and open to the public in 2022, as it is currently under construction.

These expansions to Impact's portfolio is key to allowing Impact to diversify its portfolio, and expand its reach towards new communities and stakeholders. Impact aims to sustainably manage these properties and further collaborate with brand sponsors to bring the best to these communities.

Pada tahun ini, tumpuan strategik Impact integrated turut merangkumi pertumbuhan dan perkembangan. Impact Integrated menambah dua aset baharu dalam portfolio kami. Yang pertama ialah Kiara Skatepark, sebuah kompleks sukan di Bukit Kiara. Dengan kerjasama kami bersama Vans dan UMobile, skatepark tersebut telah diperbaharui dan diberi identiti baharu. Skatepark ini telah dilancarkan pada November 2021, dan telah dibuka kepada orang ramai sejak itu dengan pemantauan dan pematuhan SOP yang dikawal ketat.

Tambahan kedua kepada portfolio Impact ialah Hab Esukan Kebangsaan yang sedang dibangunkan. Hab tersebut akan menjadi pusat sehati untuk semua keperluan sukan elektronik, dilengkapi dengan peralatan profesional, bilik serbaguna dan dewan besar yang sesuai untuk kejohanan yang lebih besar. Hab tersebut akan dilancarkan dan dibuka kepada orang ramai pada suku pertama tahun 2022.

Penambahan baharu kepada portfolio Impact ini adalah kunci yang membolehkan Impact mempelbagaikan portfolionya, serta meluaskan jangkauan ke arah komuniti baharu dan pihak berkepentingan. Impact bertujuan untuk mengurus hartanah ini secara mampan dan terus bekerjasama dengan penaja jenama untuk membawa yang terbaik kepada komuniti ini.

Our Promises

Strategic Methodology

As a strategic catalyst, we adhere to strategic methodologies and approaches. All our planning and execution involves comprehensive strategic analysis. We use a multitude of strategic tools to help us make key decisions. We serve as the strategic catalyst agency to the Ministry of Youth and Sports, offering strategic solutions to issues surrounding youth and sports.

A Focus on Youth and Sports

As an agency under the purview of the Ministry of Youth and Sports, we ensure that the focal point of all our initiatives and activities are centred around empowering youths and championing sports.

Youths are the backbone of any nation, as they can play a vital role in developing the nation and contribute significantly to education, economics, politics, and technological advancement. Therefore it is always a vital strategy in every nation, to ensure that youths are empowered and nurtured. At Impact Integrated, we ensure that all our initiatives and programmes have a positive impact on youth empowerment in the long run.

Sports have a unique ability to bring people together and create a sense of camaraderie and pride. Malaysia is a country that values the importance of a focus on sports, as they understand the way in which it creates national unity. With that in mind, Impact Integrated champions and encourages participation in sporting activities through our programmes and initiatives. In particular Impact Integrated has a focus on esports, as digital sports gains popularity across the world.



Convoy Belia Raub & Impact Youth Raub Chapter to KOA Bukit Telaga

Diversity of Offerings

The reason for a multi-pronged focus is to diversify our offerings while still being able to create an integrated package of offerings. We believe that the diverse yet integrated group of brands and approaches that we have, ensures that our offerings and initiatives are competitive and effective.

Illustration photo.



Janji Kami

Metodologi Strategik

Sebagai pemangkin strategik, kami patuh kepada metodologi dan pendekatan yang strategik. Setiap rancangan dan pelaksanaan projek melibatkan analisis strategik yang komprehensif. Kami menggunakan pelbagai peralatan strategik untuk membantu kami membuat keputusan penting. Kami berkhidmat sebagai agensi pemangkin strategik kepada Kementerian Belia dan Sukan, menawarkan penyelesaian strategik kepada isu-isu sekitar belia dan sukan.

Fokus pada Belia dan Sukan

Sebagai sebuah agensi di bawah bidang kuasa Kementerian Belia dan Sukan, kami memastikan titik fokus semua inisiatif dan aktiviti kami tertumpu kepada pemerkasaan belia dan memperjuangkan sukan.

Belia adalah tulang belakang setiap negara, kerana belia boleh memainkan peranan penting dalam membangunkan negara dan seterusnya menyumbang secara signifikan kepada pendidikan, ekonomi, politik dan kemajuan teknologi. Oleh itu, adalah sentiasa menjadi strategi penting dalam setiap negara untuk memastikan belia terus diperkasa dan dipupuk. Di Impact Integrated, kami memastikan setiap inisiatif dan program kami memberi impak positif kepada pemerkasaan belia dalam jangka masa panjang.

Sukan mempunyai keupayaan unik untuk menyatukan orang ramai dan mewujudkan rasa setiakawan dan kebanggaan. Malaysia adalah sebuah negara yang mementingkan tumpuan terhadap sukan, kerana mereka memahami cara ia mewujudkan perpaduan nasional. Oleh itu, Impact Integrated sentiasa menggalakkan penyertaan belia dalam aktiviti sukan melalui program dan inisiatif kami. Impact Integrated juga khususnya menumpukan pada sukan elektronik untuk mengikut peredaran masa dan sukan digital semakin popular di seluruh dunia.

Kepelbagaian Tawaran

Tujuan kami menawarkan fokus pelbagai pendekatan adalah untuk mempelbagaikan tawaran kami di samping dapat mencipta pakej tawaran yang bersepadu. Kami percaya, dengan kumpulan jenama dan pendekatan yang pelbagai lagi bersepadu yang kami miliki, kami dapat sentiasa memastikan tawaran dan inisiatif kami berdaya saing dan berkesan.



Outdoor Court @ Spacerubix

A comprehensive and diverse approach to the youth community

As a government agency that intends to ensure that we reach and are able to engage youths of all walks of life, a multi-pronged approach is necessary to target different groups of youths from various different backgrounds and interests. The way in which we engage these different groups of youth is also customized, targeted and deliberate.

The reason for a multi-pronged focus is to diversify our offerings while still being able to create an integrated package of offerings. We believe that the diverse yet integrated group of brands and approaches that we have ensures that our offerings and initiatives are competitive and effective.

Community First

Impact Integrated implements a community-first approach, always ensuring that in all our endeavours, we address the needs of the community and strive to empower them. We believe that thinking about the local community each brand operates in is important as brands must always seek to actively engage their communities, seek feedback and ensure that their offerings are in the best interest of the community. We also feel that a brand cannot take an effective community-first approach without understanding their communities, therefore we attempt to understand the community through multiple stakeholder engagement sessions and keeping a close relationship with community leaders.



Youths with a passion for Impactful social change.



Sports and fitness-oriented youths.



Youths who are part of the Esports Ecosystem.



Urban Youths interested in trendy music and digital content.



Youth entrepreneurs with a social cause.



Sembang Game 2

Pendekatan menyeluruh dan pelbagai kepada komuniti belia

Sebagai sebuah agensi kerajaan yang berhasrat untuk memastikan negara mencapai dan mampu melibatkan belia dalam semua lapisan masyarakat, pendekatan pelbagai serampang adalah perlu untuk menyasarkan kumpulan belia yang terdiri daripada pelbagai latar belakang dan minat yang berbeza. Kaedah kami melibatkan kumpulan belia yang berbeza ini juga disesuaikan, disasarkan dan dengan tujuan tertentu.

Tumpuan pelbagai serampang kami gunakan untuk mempelbagaikan tawaran kami di samping masih boleh mencipta pakej tawaran bersepadu. Kami percaya bahawa kumpulan jenama dan pendekatan yang pelbagai dan bersepadu yang kami miliki akan membantu kami memastikan tawaran dan inisiatif kami berdaya saing dan berkesan.

Impact Malaysia - Belia yang bersemangat untuk perubahan sosial yang berimpak; Picksum - Usahawan belia dengan tujuan sosial; Rakita - Belia bandar yang berminat dengan muzik dan kandungan digital yang bergaya; Spacerubix - Belia berorientasikan sukan dan kecergasan; Esports Integrated - Belia yang merupakan sebahagian daripada ekosistem sukan elektronik.

Komuniti Diutamakan

Impact Integrated melaksanakan pendekatan mengutamakan komuniti, sentiasa memastikan bahawa dalam semua usaha kami, kami memenuhi keperluan masyarakat dan berusaha untuk memperkasakan mereka. Kami percaya bahawa dengan mementingkan komuniti tempatan yang bertumpu pada setiap jenama, kami dapat melibatkan komuniti ini secara aktif, mendapatkan maklum balas dan memastikan bahawa tawaran mereka juga adalah terbaik untuk kepentingan komuniti. Kami juga merasakan bahawa unit-unit perniagaan tidak boleh mencapai keberkesanan dalam pendekatan mengutamakan komuniti tanpa memahami komuniti mereka. Oleh itu, kami cuba memahami komuniti melalui pelbagai sesi penglibatan pihak berkepentingan di samping mengekalkan hubungan rapat dengan pemimpin komuniti.

A Socially conscious company

Impact Integrated at its core is a social enterprise that is firmly dedicated to creating long-lasting and impactful change for the community. The company through its social impact initiative, Impact Malaysia has been focusing on empowering changemakers and creating positive social impact. On top of that, Impact Integrated also has a community-first approach to every business endeavour and initiative created. All other businesses under the umbrella of Impact Integrated value their community and always strive to empower them.

Impact Malaysia carried out multiple social impacts and community aid projects through their Impact Youth community, which is a community of volunteers and changemakers that was created by Impact Malaysia across Malaysia. Impact Youth Raub, in collaboration with Impact Malaysia, piloted an energy development project where they installed solar home systems to 15 homes that belonged to Orang Asli in Kampung Orang Asli Bukit Telaga. They also provided training to homeowners on ways to maintain the system. Aside from that, as Impact Malaysia aims to empower youths to create the change that they envision, selected changemakers were chosen to be provided with a grant, through Dana Impact, that will be used to fund their social impact project.

The signature project of Impact Malaysia, however, is an in-development project called Product-I. Product-I is a web application that simplifies social impact reporting for all Malaysians, allowing all creating social impact projects and more to measure their social impact immediately and with ease. This project aims to culturize social impact reporting in Malaysia.

Throughout the year, Impact Malaysia has implemented a large number of initiatives whose impact span multiple communities across the country. As the largest challenge that most Malaysian faced in 2021 is the economic and social impact of the COVID-19 pandemic, Impact Malaysia initiated a number of efforts to address that. Firstly, Impact Malaysia created a food bank listing on their website and actively promoted food banks to their community and followers to encourage donations and to spread awareness of them to vulnerable communities that would benefit from them.



Impact Youth volunteers Raub Chapter

Sebuah syarikat yang cakna sosial

Impact Integrated pada terasnya merupakan sebuah perusahaan sosial yang teguh berdedikasi untuk mencipta perubahan yang berpanjangan dan memberi kesan kepada masyarakat. Melalui inisiatif impak sosial kami, Impact Malaysia telah menumpukan pada memperkasa pembuat perubahan dan mencipta impak sosial yang positif. Selain itu, Impact Integrated juga menggunakan pendekatan yang mengutamakan komuniti dalam setiap usaha dan inisiatif yang dilakukan. Semua perniagaan lain di bawah payung Impact Integrated turut menghargai komuniti mereka dan sentiasa berusaha untuk memperkasakan mereka.

Impact Malaysia telah melaksanakan pelbagai projek impak sosial dan projek bantuan komuniti melalui komuniti Impact Youth mereka, iaitu komuniti sukarelawan dan pembuat perubahan yang dicipta oleh Impact Malaysia di seluruh Malaysia. Impact Youth Raub, dengan kerjasama Impact Malaysia, telah merintis projek pembangunan tenaga di mana mereka memasang sistem rumah solar kepada 15 rumah milik Orang Asli di Kampung Orang Asli Bukit Telaga. Mereka juga memberi latihan kepada isi rumah tentang cara-cara menyelenggara sistem solar tersebut. Selain itu, dalam usaha Impact Malaysia yang bertujuan memperkasakan belia dalam mencipta perubahan yang mereka mahukan, pembuat perubahan terpilih telah dipilih sebagai penerima dana melalui Dana Impact, dana tersebut akan digunakan untuk membiayai projek impak sosial mereka.



Sinar Solar @ Kampung Orang Asli Bukit Telaga

Next, Impact Malaysia started 'Kotak Rezeki' which is a crowd-funded initiative to provide a box of groceries and essentials to those in the B40 community. At the end of the campaign, 1,306 boxes were distributed, benefiting 1,306 families. As the elderly community faced difficulties reaching vaccination centres, Impact Malaysia activated their Impact Tolong Hantar initiative and provided transportation assistance to those requesting it. At the conclusion of the campaign, Impact Malaysia was able to assist 100 beneficiaries.

Projek perdana Impact Malaysia bagaimanapun masih lagi dalam pembangunan iaitu projek yang dipanggil Product-I. Product-I ialah sebuah aplikasi web yang memudahkan pelaporan impak sosial untuk semua rakyat Malaysia, membolehkan sesiapa sahaja mencipta projek impak sosial dan banyak lagi untuk mengukur impak sosial mereka dengan segera dan mudah. Projek ini bertujuan untuk merevolusikan dan mempopularkan pelaporan impak sosial di Malaysia.

Impact Malaysia telah melaksanakan sejumlah besar inisiatif sepanjang tahun yang impaknya merangkumi pelbagai komuniti di seluruh negara. Memandangkan cabaran terbesar yang dihadapi kebanyakan rakyat Malaysia pada 2021 ialah impak ekonomi dan sosial daripada pandemik COVID-19, Impact Malaysia telah menjalankan beberapa usaha untuk menanganinya. Pertama, Impact Malaysia mencipta penyenaraian bank makanan di laman web mereka dan secara aktif mempromosikan bank makanan kepada komuniti dan pengikut mereka untuk menggalakkan sumbangan di samping menyebarkan kesedaran kepada komuniti yang akan mendapat manfaat daripada mereka.

Seterusnya, Impact Malaysia juga telah melancarkan 'Kotak Rezeki' yang merupakan sebuah inisiatif yang dibiayai orang ramai untuk menyediakan sekotak barangan runcit beserta barangan keperluan kepada golongan penerima manfaat dalam komuniti B40. Pada akhir kempen, 1,306 kotak telah diedarkan dan memberi manfaat kepada 1,306 keluarga. Memandangkan komuniti warga emas menghadapi kesukaran untuk sampai ke pusat vaksin, Impact Malaysia telah mengaktifkan inisiatif Impact Tolong Hantar dan memberikan bantuan pengangkutan kepada mereka yang memerlukan. Pada akhir kempen, Impact Malaysia telah membantu seramai 100 penerima manfaat ini.

Lastly, as the pandemic continues to have a major impact on the mental health of Malaysians, a campaign called 'OK Ke?' was launched to run mental health programs such as a support group and monetary subsidy to allow people to access mental health services.

Secondly, ESI runs PSA campaigns alongside their tournaments and programs where they spread awareness against toxic behaviour in the esports industry. On top of that, to promote inclusivity, ESI ran Para-MEL, an esports league dedicated to esports players with disabilities.

ESI also supports the inclusion and active empowerment of women in the esports industry, and have worked together with WOMEN:girls to teach young women how to play esport games. Every year, ESI runs a charity show match that pits excellent esports players against each other and allows viewers to contribute donations. This year, those donations were awarded to Happy Bank, an NGO that aims to help the underprivileged through multiple programs.

Rakita, Impact Integrated's own radio station, also runs programs that advocate for youth empowerment, specifically Suara Lit, a program that highlights inspiring voices from youths in Malaysia.



Akhir sekali, memandangkan wabak tersebut terus memberi kesan besar kepada kesihatan mental rakyat Malaysia, sebuah kempen yang dinamakan 'OK Ke?' telah dilancarkan untuk menjalankan program kesihatan mental seperti kumpulan sokongan dan subsidi kewangan untuk membolehkan orang ramai mengakses perkhidmatan kesihatan mental.

Kedua, Esports Integrated (ESI) telah menjalankan kempen pesanan khidmat masyarakat (public service announcement - PSA) untuk memberi kesedaran kepada masyarakat terhadap tingkah laku toksik dalam industri sukan elektronik. Selain itu, untuk menggalakkan keterangkuman, ESI menjalankan Para MEL, sebuah liga sukan elektronik yang didedikasikan untuk pemain sukan elektronik yang kurang upaya.

ESI juga menyokong penyertaan dan pemerkasaan aktif wanita dalam industri sukan elektronik dan telah bekerjasama dengan WOMEN:Girls untuk mengajar wanita muda cara bermain permainan sukan elektronik. Setiap tahun, ESI mengadakan perlawanan amal yang mempertemukan pemain-pemain sukan elektronik terkenal antara satu sama lain di samping membolehkan penonton menyumbang derma. Tahun ini, sumbangan tersebut telah dianugerahkan kepada Happy Bank, sebuah NGO yang bertujuan untuk membantu golongan kurang berkemampuan melalui pelbagai program.

Rakita, stesen radio yang dimiliki Impact Integrated juga telah menjalankan program-program yang menyokong pemerkasaan belia, khususnya Suara Lit iaitu sebuah program yang menentang suara inspirasi daripada belia di Malaysia.

Kontin Rakita @ Spacerubix



Para Malaysia Esports League 2021

Continuing from last year's Indie Song Awards, 2021 once again Rakita remains committed to ensuring that the talents born from the ALI stage will continue to be given opportunities and appreciated. We hope that the accumulated prizes worth 12,500 ringgit given to the winners of #ALI2021 will be utilized to produce new songs that are original, unique and quality.

During the 2021 pandemic period, Rakita also launched the #RakitaTolongPromote initiative, an initiative developed to help local small businesses by promoting their businesses on social media. In this edition, the initiative covers Foodbanks, Save-a-venue campaigns and various other local small businesses.

Aside from that, to promote healthy living, Spacerubix started a program called 'Tanya Doktor' where young doctors share health tips on common health issues faced by Malaysians. Spacerubix also had introduced Nak Muay 2021 in September, it is a program to advocate healthy lifestyle among the esports fans. Participants are among esports fans and players who wants to achieve body fitness through learning Muay Thai.

Impact Integrated has also introduced mySukan TV, a platform that will elevate grassroots sports in Malaysia. The main focus of mySukan TV is to provide exposure and opportunities to sports activists to achieve sustainability. This focus will create opportunities for them to generate economy and income through broadcasting sports events and matches for various programs such as the Grassroots Sports Program such as the Secondary Schools Sports Council (MSS) Sports Tournament and the University Football League (IPT League) which will be broadcast live directly on mysukan.tv website and social media platforms.

Kesinambungan daripada Anugerah Lagu Indie pada tahun lalu, tahun 2021 sekali lagi Rakita terus komited untuk memastikan bakat-bakat yang lahir dari pentas ALI akan terus diberi peluang dan dihargai. Kami harap hadiah terkumpul bernilai 12,500 ringgit yang diberikan kepada para pemenang #ALI2021 akan dimanfaatkan untuk menghasilkan lagu-lagu baru yang asli, unik dan berkualiti.

Dalam tempoh pandemik 2021 juga Rakita telah menjalankan inisiatif #RakitaTolongPromote iaitu sebuah inisiatif yang dibangunkan untuk membantu perniagaan kecil tempatan dengan mempromosikan perniagaan mereka di media sosial. Dalam edisi ini, inisiatif tersebut merangkumi kempen Foodbanks, Save-a-venue dan pelbagai perniagaan kecil tempatan yang lain.

Selain itu, untuk menggalakkan hidup sihat, Spacerubix telah menerbitkan program yang dipanggil 'Tanya Doktor' di mana doktor muda berkongsi petua kesihatan mengenai isu kesihatan yang biasa dihadapi oleh rakyat Malaysia. Spacerubix juga telah memperkenalkan Nak Muay 2021 pada bulan September, iaitu sebuah program untuk menggalakkan gaya hidup sihat di kalangan peminat sukan elektronik. Peserta adalah antara peminat dan pemain sukan elektronik yang ingin menjadi cergas melalui pembelajaran Muay Thai.

Impact Integrated juga telah memperkenalkan mySukan TV, sebuah platform yang akan memartabatkan sukan akar umbi di Malaysia. Fokus utama mySukan TV adalah untuk memberi pendedahan dan peluang kepada penggiat sukan untuk mencapai kelestarian. Fokus ini akan mencipta peluang untuk mereka menjana ekonomi dan pendapatan melalui penyiaran acara dan perlawanan sukan untuk pelbagai program seperti Program Sukan Akar Umbi seperti Kejohanan Sukan Majlis Sukan Sekolah-Sekolah Menengah (MSS) dan Liga Bola Sepak Universiti (Liga IPT) yang akan disiarkan secara langsung di laman web mysukan.tv dan platform media sosial.

The second focus of mySukan TV is to provide awareness and advice on mental and physical health through daily tips. This focus will be realized through a segment that will feature athletes, coaches and physiotherapists who provide advice on topics of health, diet, fitness, lifestyle, and personal hobbies.

The third focus is to provide information and sports news on grassroots sports and the results of local and international sports matches on a daily basis. Weekly video summaries and summaries are also provided on what happens throughout the week in the world of sports, local and international.

The final focus of mySukan TV is to provide a platform that can highlight athletes and agencies involved in current games and competitions. Throughout the Olympics, mySukanTV Hangout features exclusive interviews with National Olympians. You will enjoy coverage of major sports such as the Commonwealth Games in Birmingham, the SEA Games in Vietnam and the Asian Games in China in 2022.

As a Company Limited By Guarantee that is under the purview of the Ministry of Youth and Sports, Malaysia, we at Impact Integrated recognise our role and responsibility to always put the community first and ensure that we conduct our business sustainably.



College dodgeball -illustration purpose only.

Fokus kedua mySukan TV adalah untuk memberi kesedaran dan khidmat nasihat berkenaan kesihatan mental dan fizikal melalui tips harian. Fokus ini akan direalisasikan melalui segmen yang bakal memaparkan atlet jurulatih dan ahli fisioterapi yang memberi nasihat berkenaan topik kesihatan, diet, kecergasan, gaya hidup, dan hobi peribadi.

Fokus ketiga pula adalah untuk menyampaikan informasi dan berita sukan berkenaan sukan akar umbi dan keputusan perlawanan sukan tempatan mahupun antarabangsa secara harian. Rangkuman dan ringkasan video secara mingguan turut disediakan tentang apa yang berlaku sepanjang minggu di dalam dunia sukan, tempatan dan antarabangsa.

Fokus terakhir mySukan TV adalah untuk menyediakan platform yang boleh mengenengahkan atlet dan agensi yang terlibat dalam permainan dan pertandingan semasa.

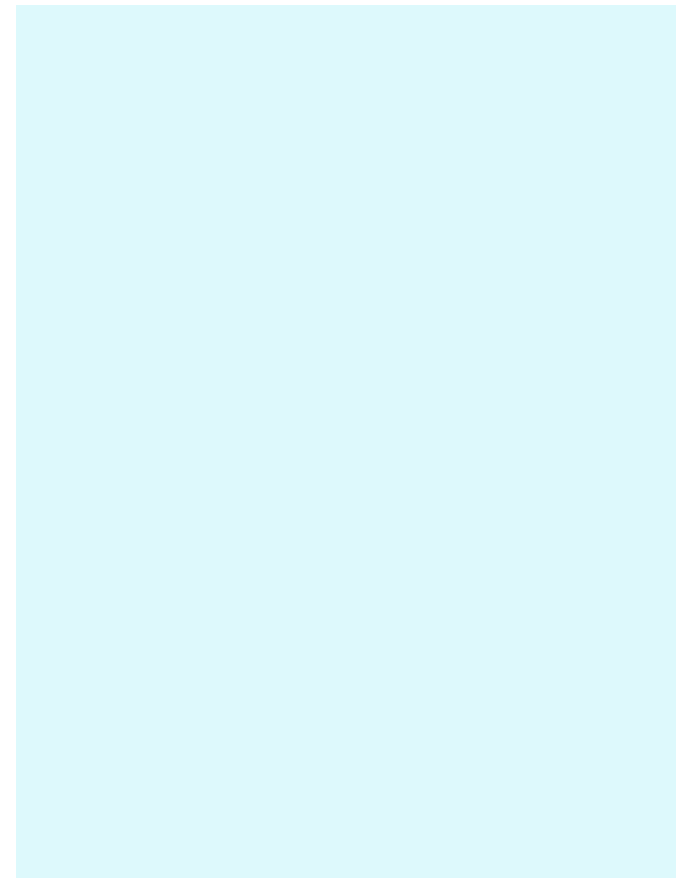
Sebagai sebuah Syarikat Berhad Menurut Jaminan yang berada di bawah kawal selia Kementerian Belia dan Sukan, kami di Impact Integrated mengiktiraf peranan dan tanggungjawab kami untuk sentiasa mengutamakan masyarakat dan memastikan kami menjalankan perniagaan kami secara mampan.



Lady playing tennis - illustration purpose only.



Orang Asli KOA Bukit Telaga.



Impact Youth volunteer.

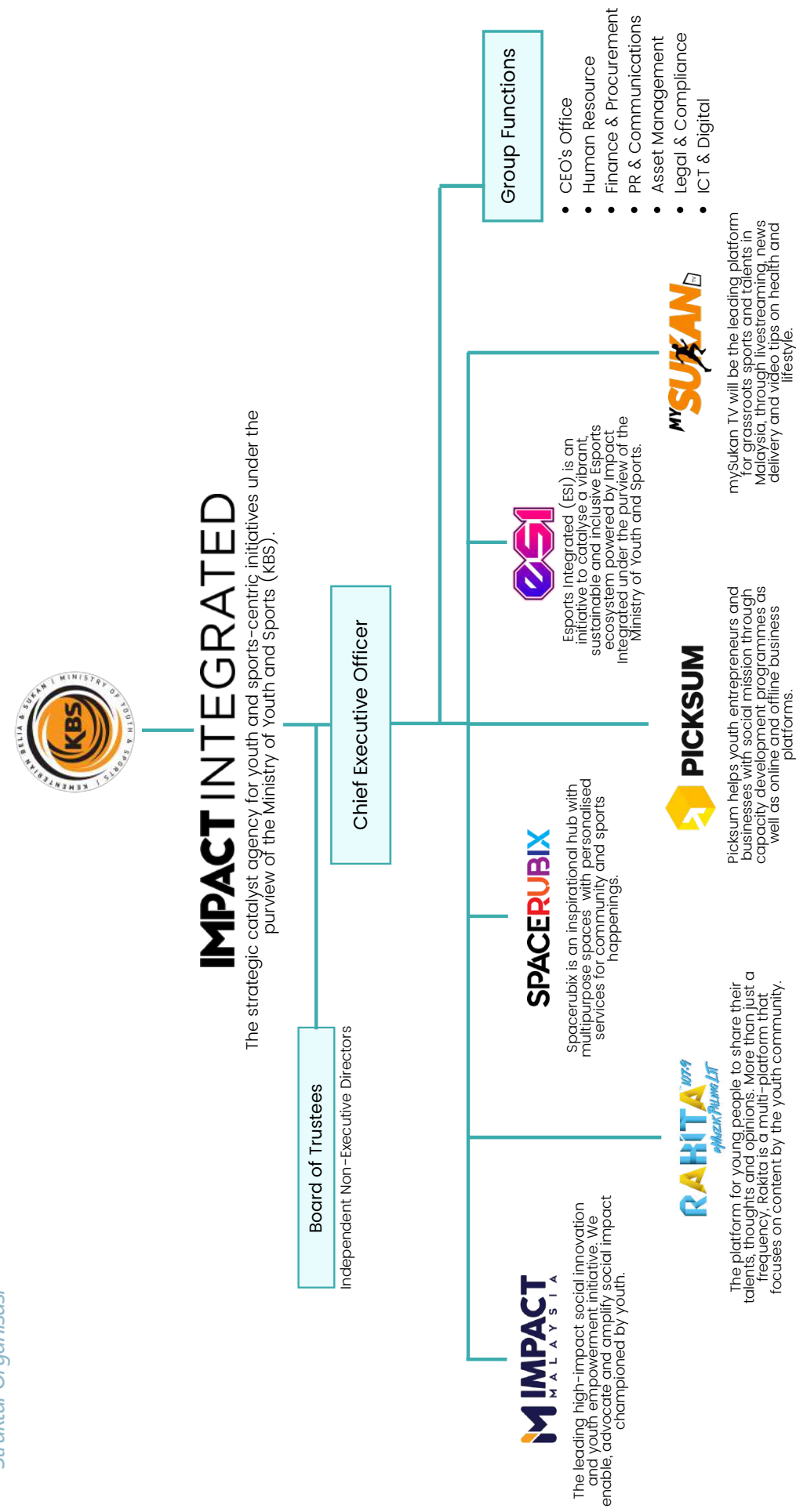


Kampung Bukit Telaga, Bukit Fraser Raub.

structures

Organizational Structure

Struktur Organisasi



Board of Trustees

Profile of the Board Members



Name
Nama

Syed Azmi Alhabshi

Date Appointed to the Board
Tarikh Lantikan Lembaga

10 January 2019

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Bachelor of Pharmacy (Honours) UKM, Malaysia

Chairman, Pelindung Kanak-kanak Wilayah Persekutuan

Patron, Rumah Transit Remaja/Wanita Hamil Luar Nikan Rumah Kita

Founder, NGO Persatuan Untuk Anak Kita

Founder, Freemarket Malaysia Movement

Honorary Member, Malaysia Federation of the Deaf

Honorary Member, Yayasan JKEB

Member KL Braille Resources

Member Voice of Children

Member Food Aid Foundation



Name
Nama

Siti Rahayu Binti Baharin

Date Appointed to the Board
Tarikh Lantikan Lembaga

12 December 2018

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Master of Human Science, Political Science, International Islamic University, Malaysia

Bachelor of Human Science (Honor), Political Science, International Islamic University, Malaysia (2005).

Co-founder Buku Jalanan Chow Kit

Malaysia's Top 10 most Empowering Young Community Champions 2017 by UCSI Humanitarian Conference 2017

Presidential Award Rotary Club of Petaling Jaya 2018

Julie's The Best of You 2016 Personality



Name
Nama

Mohammad Rizan Bin Hassan

Date Appointed to the Board
Tarikh Lantikan Lembaga

12 December 2018

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Director (Business Development and Corporate Relations), Auto Terminal Training (TEKAT Automotive) 2007-2012

Development Specialist TVET (Kluster ASEAN), TVET International, Jakarta Indonesia (2016-2017)

Sijil Kemahiran Malaysia Tahap 2, Pembantu Tadbir Sistem Maklumat & Sijil Kemahiran Tahap 3, Plastic Injection Moulding Senior Technician Thermoplastic, Anugerah dari Jabatan Pembangunan Kemahiran (JPK) Kementerian Sumber Manusia, Malaysia

Social Activist (Youth)



Name
Nama

Zaim Bin Mohzani

Date Appointed to the Board
Tarikh Lantikan Lembaga

12 December 2018

Academic and professional qualifications:
Kelayakan akademik dan profesional:

BA in Arts in Political Science and International Relations, Monash University, Australia

Department Lead (ventures), Malaysia Global Innovation & Creativity Centre (MaGIC), Malaysia.

Co-Founder, Malaysia Youth Diplomacy (MyDiplomacy), Malaysia

Co-Founder & Co-Chairperson, Nation Building School, Malaysia

Global Shaper, World Economic Forum (Malaysia Chapter)

Founding President, Perdana Fellows Alumni Association, Malaysia



Name
Nama

Sharifah Amani Binti Syed Zainal Rashid

Date Appointed to the Board
Tarikh Lantikan Lembaga

26 April 2019

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Actor, Writer and Director

Acting credits:
5 Minit
Gol and Gincu
Mecari Rahmat
KL24: Zombies
Asian Threefold Mirror: Pigeon
Pekak
Terbaik Dari Langit
Hawa
Kolumpo
Psiko: Pencuri Hati
Muallaf
Cinta
Gubra
Sepet

Directing and writing credits:
5 minit
Hawa
Kampung Bangsar
Sangkar

Award
Acted in Sepet, which won the Best Asian Film Award, the 18th Tokyo International Film Festival, 2004.



Name
Nama

Chook Wai Mun

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 November 2019

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Executive Director, Presioso V Classic Sdn Bhd

President, United Youth Movement of Malaysia (GBBM)

Ahli Dewan Tertinggi, Malaysian Youth Council

Committee Member (Overseas Youth) of All-China Federation of Returned Overseas Chinese

Other appointments:
Pelantikan lain:

Executive Director,
Presioso V Classic Sdn Bhd

Lembaga Pemegang Amanah

Profil Ahli Lembaga

Board of Trustees

Profile of the Board Members



Name
Nama

Datuk Khaidhirah
Binti Datuk Seri Abu Zahar

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 July 2020

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Bachelor in Legal Study (BLS),
University Technology of MARA (UiTM)
Shah Alam, Malaysia

Managing Director, Hyper Pictures Sdn
Bhd

Director KL Best Gourment Sdn Bhd

Director of National Engagement O2
Research Sdn Bhd

Executive Director Red Garage Group
Sdn Bhd



Name
Nama

Kudsia Binti Abdul Kahar

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 July 2020

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Diploma de Francis, L'Institute
Catholique de Paris, France

Bachelor's Degree in Mass
communication (Journalism),
University Technology MARA (UiTM),
Malaysia

The Wharton School, University of
Pennsylvania, United States (US)

Harvard Business School, Senior
Management Development
Programme

Co-Founder, Managing Director and
Chief Enrichment Officer in
METAMORFOSA Sdn Bhd

Chief Operating Officer, Star Media
Group

Vice President Astro Radio



Name
Nama

Norizam Binti Abas

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 July 2020

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Masters of Economics, National
University of Malaysia, Malaysia

Bachelor of Economics, Northern
University of Malaysia, Malaysia

Pegawai Tadbir dan Diplomatik

Ketua Seksyen, Seksyen Pengurusan
Prestasi Pejabat Belanjawan Negara,
Kementerian Kewangan (MOF)

Ketua Unit, Dasar ICT dan Projek Khas
Agensi Bahagian Strategi Korporat dan
Komunikasi, Kementerian Kenwangan
(MOF)

Lembaga Pemegang Amanah

Profil Ahli Lembaga



Name
Nama

Nur Nazirah Md Joha

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 July 2020

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Masters in International Relations (Hons.),
University of Sheffield, United Kingdom

Diploma in Public Management, National
Institute of Public Administration (INTAN),
Malaysia

Bachelor in Administrative Science (Hons.)
MARA University of Technology, Malaysia

Diploma in Public Administration, MARA
University of Technology, Malaysia

Undersecretary of International Affairs
Division, Ministry of Youth and Sports

Director, Program Implementation Division
Road Safety Department, Ministry of
Transport

Senior Assistant Secretary, ASEAN Unit
Strategic Planning and International Division
Ministry of Agriculture and Agro-based
Industry

Senior Assistant Secretary, Corporate
Coordination Affairs Unit Policy and Strategic
Planning Division, Ministry of Entrepreneur
and Cooperative Development



Name
Nama

Raja Hamzah Abidin Bin Raja Nong
Chik

Date Appointed to the Board
Tarikh Lantikan Lembaga

22 July 2020

Academic and professional qualifications:
Kelayakan akademik dan profesional:

Degree in Accounting and Finance,
University of Warwick

Executive MBA, Tsinghua University, China

Co-Founder and Managing Partner, RHL
Ventures

Director, Rasma Corporation

Principal Investment Analyst, Guoco
Management Company, Hong Kong

Senior Analyst, Goldman Sachs Asset
Management, Singapore

Leadership Structure

Struktur Kepimpinan



Ahmed Faris Amir

Designation in Impact

Chief Executive Officer,
Impact Integrated

Biodata:

Ahmed Faris Amir or widely known as Med is the CEO of Impact Integrated, a strategic catalyst agency for and under the purview of the Ministry of Youth and Sports (KBS). A bachelor's degree of Pure Physics from UiTM and a generalist by design, Med dabbled in a plethora of entrepreneurship ventures in education, food and beverages, events, fashion, tech, management consulting, and social activism, prior to his current stint. Upon completing his task to audit, restructure, and remodel the government agency during his tenure as Acting CEO in early 2019, Med then spearheaded the founding of Impact Malaysia, Esports Integrated as well as mySukan TV and all other flagship programs and initiatives under Impact Integrated.



Mastura M. Rashid

Designation in Impact

Vice President,
Strategy and Development,
Impact Malaysia & Picksum

Biodata:

Mastura designs, prototypes and innovates impactful strategy and programs for Impact Malaysia. She was previously an advocate for human rights and women's political participation, and co-founded several social enterprises on poverty alleviation. Mastura was the first Asian to be awarded the Muhammad Ali Humanitarian Award in 2014, and was Her World's Young Achiever of the Year in 2017. Beyond changemaking, she enjoys traveling on a shoestring, creating music and power breakfasts. Currently, Mastura is leading two crucial brands of Impact - Impact Malaysia and Picksum!



Mohamed Hairul Ekzan

Designation in Impact

Vice President,
Operations & Growth,
Rakita & mySukan TV

Biodata:

Hairul Ekzan, fondly known as Loy has first joined IM4U as Rakita's Head of Integration. On January 2021 whilst the organisation had been rebranded to Impact, Loy was appointed as the Vice President of Rakita who then led the business unit. Throughout his journey in Impact, Loy has successfully produced a great number of programs and initiatives including the segments; On-air and through digital platforms. In 2021, Loy was appointed the Vice President of the Commercial Radio Malaysia (CRM) which is the only association in Malaysia for commercial radio operators.



Fadzli Rahim

Designation in Impact

Vice President,
Operations & Growth,
Esports Integrated (ESI),
Spacerubix & Kiara Skatepark

Biodata:

Graduated with an honours degree in Mass Communications, Fadzli has been instrumental in building 3 brands in Impact, particularly Esports Integrated. He kick-started his career in profound advertising and marketing agencies namely J. Walter Thompson and tech-startups such as Kakao, UMAD, Kaodim and Kiple. With all of these combined, Fadzli has a vast experience to bring to the table. Playing a central role in the development of Impact, he dedicated himself to endless business development activities and marketing strategies.



governance

Governance

Tadbir Urus

Impact Integrated is a company that has been strongly committed to ensuring that the company is governed ethically and effectively since its inception. Immediately after the company changed its name to Impact Integrated, the company developed their code of conduct and employee handbook. The code of conduct extensively establishes the proper conduct that is required of employees at every level, including professional behaviour expectations, measures against harassment and anti-corruption policies.

The company strives to constantly improve governance and integrity. In 2020, the company established an internal committee for governance and started efforts towards developing the company's Organizational Anti-Corruption Plan.

Impact Integrated also ensures a balanced but active involvement of the Board of Trustees in the management of the company. Quarterly board meetings are conducted to discuss key management issues. Transparency is ensured between management and the board to allow for an effective and ethical decision-making process, in managing and governing Impact Integrated.

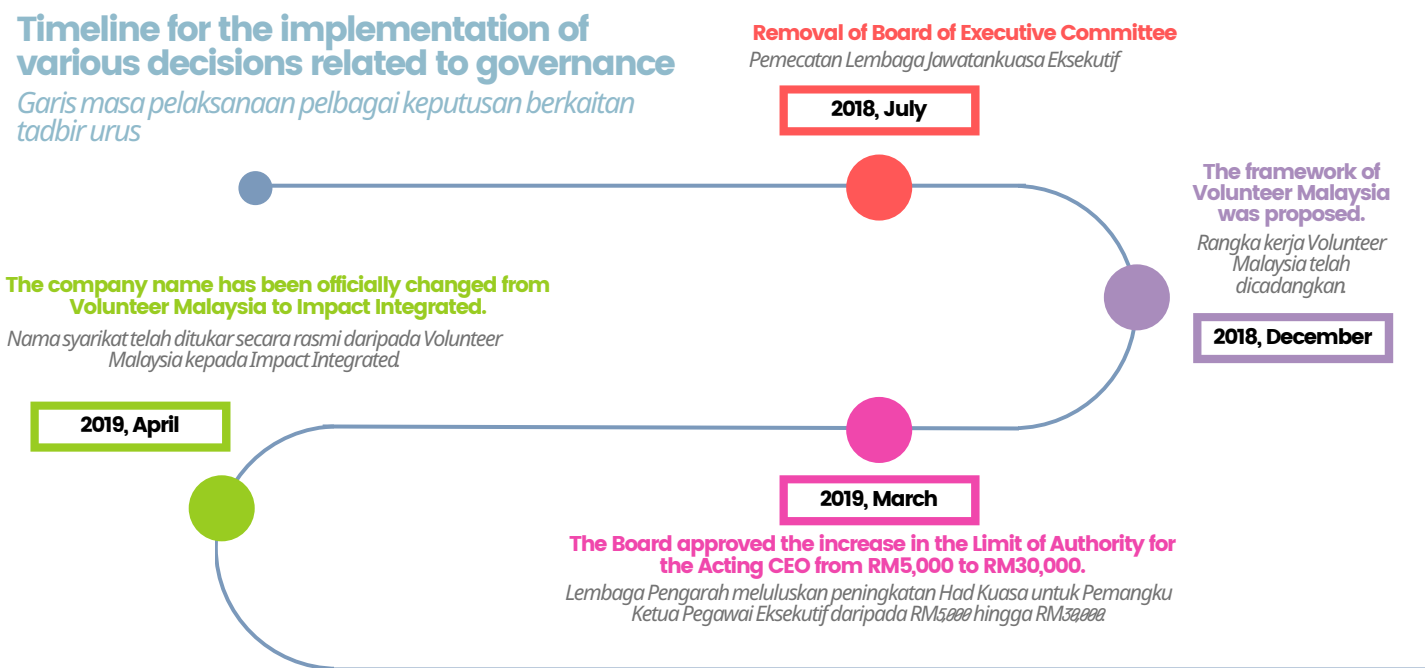
The following is a general timeline for the implementation of various decisions related to the governance of Impact Integrated.

Timeline for the implementation of various decisions related to governance

Garis masa pelaksanaan pelbagai keputusan berkaitan tadbir urus

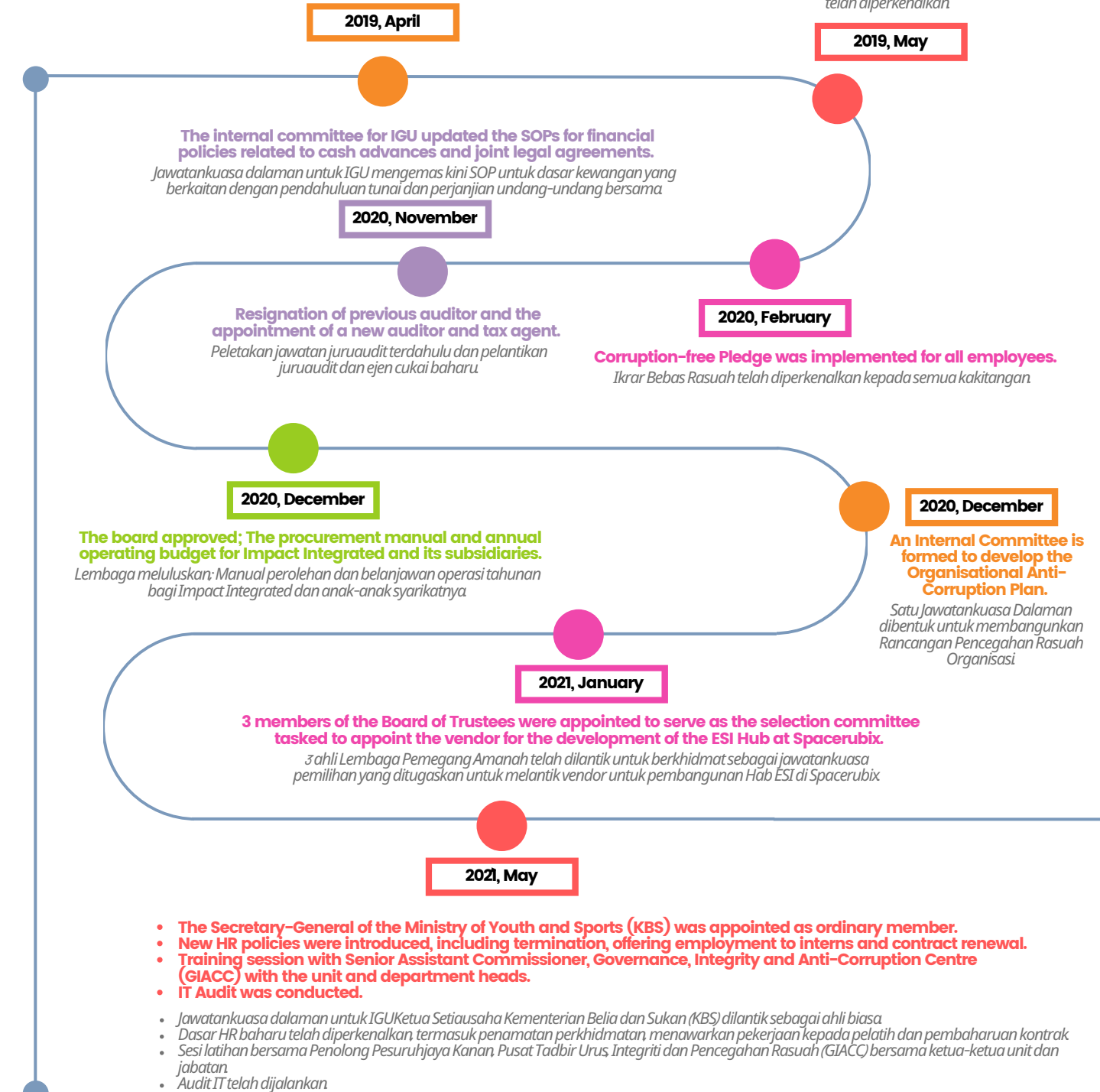
The company name has been officially changed from Volunteer Malaysia to Impact Integrated.

Nama syarikat telah ditukar secara rasmi daripada Volunteer Malaysia kepada Impact Integrated.



Internal committee for IGU completed the expenditure and audit for IM4U and actions were taken to fix management and financial policies.
Jawatankuasa dalaman untuk IGU menyelesaikan perbelanjaan dan audit untuk IM4U dan tindakan telah diambil untuk menetapkan dasar pengurusan dan kewangan.

The Impact Integrated Code of Conduct was introduced.
Tatakelakuan Impact Integrated telah diperkenalkan.



Overview

Gambaran Keseluruhan

The board and management of Impact Integrated are committed to ensuring that the principles of good corporate governance are upheld at all times. We are committed to the principles of integrity, transparency and due process. This section will cover a number of key aspects concerning the governance of the company.

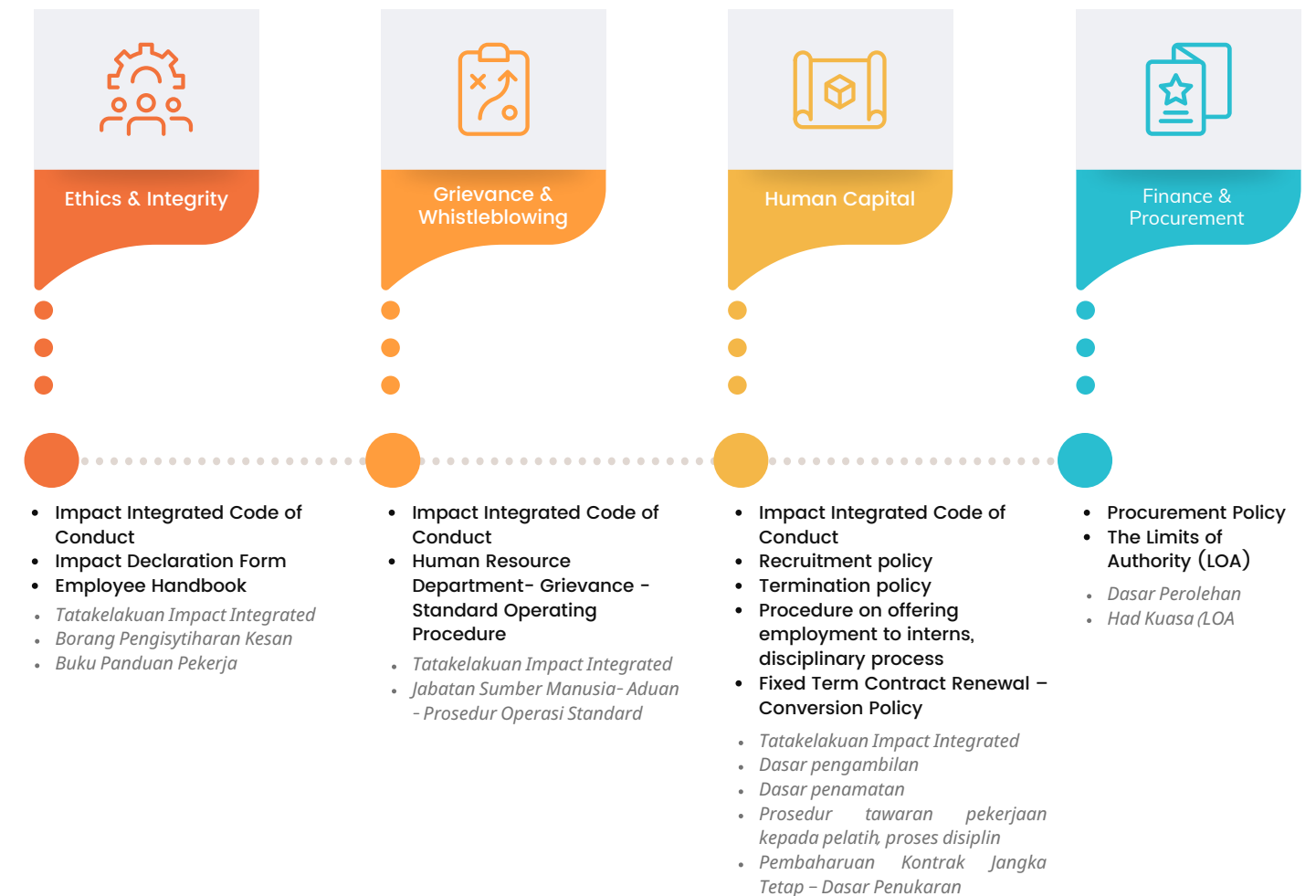
Firstly would be the critical legal areas, which details the critical areas of governance that require special attention. Secondly, would be the details of Impact Integrated's anti-bribery and corruption policies. As Impact Integrated adopts a zero-tolerance stance against bribery and corruption, the company has implemented extensive measures to prevent such ethical behaviour within its organisation. Thirdly, the details on the whistleblowing policies, which was put in place in an effort to ensure that individuals can safely voice out their grievances and if the need arises, whistleblow individuals as well as the company on unethical and illegal conducts. Lastly, this section will also list down the key internal controls covering various areas of governance.

Lembaga dan pengurusan Impact Integrated komited untuk memastikan prinsip tadbir urus korporat yang baik dipelihara sepanjang masa. Kami komited kepada prinsip integriti, ketelusan dan proses yang wajar. Bahagian ini akan merangkumi beberapa aspek utama berkaitan tadbir urus syarikat.

Pertama sekali ialah bidang undang-undang kritikal, yang memperincikan bidang tadbir urus kritikal yang memerlukan perhatian khusus. Kedua, butiran dasar anti rasuah dan anti rasuah Impact Integrated. Memandangkan Impact Integrated mengamalkan pendirian sifar toleransi terhadap rasuah dan rasuah, syarikat telah melaksanakan langkah-langkah yang meluas untuk mencegah tingkah laku beretika sedemikian dalam organisasinya. Ketiga, butiran mengenai dasar pemberi maklumat yang telah dilaksanakan dalam usaha memastikan individu boleh menyuarakan rungutan mereka dengan selamat dan jika perlu, memaklumkan individu serta syarikat mengenai kelakuan tidak beretika dan menyalahi undang-undang. Akhir sekali, bahagian ini juga akan menyenaraikan kawalan dalaman utama yang meliputi pelbagai bidang tadbir urus.

Critical Legal Area

Bidang Undang-undang Kritikal



Internal committee for IGU completed the expenditure and audit for IM4U and actions were taken to fix management and financial policies.

Jawatankuasa dalaman untuk IGU menyelesaikan perbelanjaan dan audit untuk IM4U dan tindakan telah diambil untuk menetapkan dasar pengurusan dan kewangan.

2021, September

- HR launched an internal awareness campaign on anti-corruption measures.
- SOP was established for the guideline on the Implementation of Fees (Cost of services) For the receipt of program grants from government entities.
- 2021 Revenue for Business Units (Q1-Q3) were reported by finance

2021, October

- HR melancarkan kempen kesedaran dalaman mengenai langkah pencegahan rasuah.
- SOP diwujudkan bagi garis panduan Pelaksanaan Yuran (Kos perkhidmatan) Bagi penerimaan geran program daripada entiti kerajaan.
- Hasil 2021 untuk Unit Perniagaan (S1-S3) dilaporkan oleh kewangan

2021, December

The board approved the Annual Operating Plan (AOP2022) for Impact Integrated and its subsidiaries.

Lembaga meluluskan Pelan Operasi Tahunan (AOP2022) untuk Impact Integrated dan anak-anak syarikatnya.

Ministry of Finance Incorporated was appointed as Ordinary Member.

Kementerian Kewangan Diperbadankan telah dilantik sebagai Ahli Biasa.

2021, August

(cont.) Timeline for the implementation of various decisions related to governance

(samb.) Garis masa pelaksanaan pelbagai keputusan berkaitan tadbir urus

Anti Bribery and Corruption

Anti Rasuah dan Rasuah



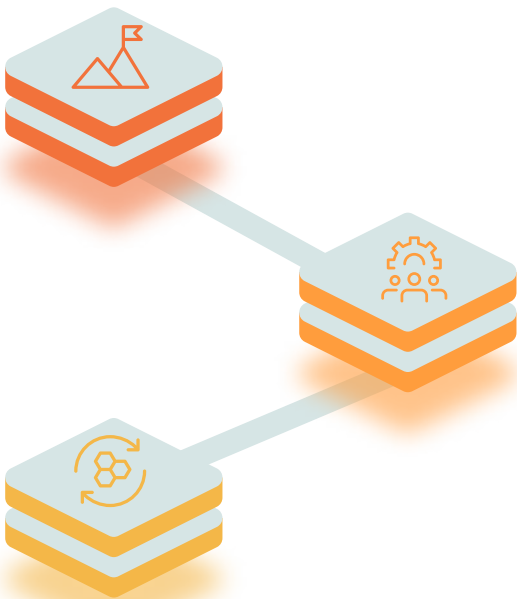
- Impact Integrated adopts a zero-tolerance stance against bribery and corruption and this is documented in the company's code of conduct. Employees are required to conduct their business dealings professionally and ethically at all times. The company strictly prohibits any attempt to influence any decision or action, be it directly or indirectly, by offering, giving, soliciting or accepting any form of bribery or any other unethical and corrupt method.
- Impact Integrated mengamalkan sifar toleransi terhadap rasuah dan penyelewengan dan ini didokumenkan dalam Tatakelakuan syarikat. Pekerja dikehendaki menjalankan urusan perniagaan secara profesional dan beretika pada setiap masa. Organisasi ini melarang keras sebarang kegiatan untuk mempengaruhi sebarang keputusan atau tindakan, sama ada secara langsung atau tidak langsung, dengan menawarkan, memberi, meminta atau menerima sebarang bentuk rasuah atau sebarang kaedah lain yang tidak beretika dan rasuah.



- Impact Integrated also started developing the Organisational Anti Corruption Plan with the advisory of the Ministry of Youth and Sports (KBS) and the Malaysian Anti-Corruption Commission. This is a holistic approach to demonstrate Impact's commitment to integrity within the company. These efforts are to strengthen Impact Integrated's efforts and measures on the implementation of Section 17A of the Malaysian Anti-Corruption Commission Act.
- Impact Integrated juga mula membangunkan Pelan Pencegahan Rasuah Organisasi bersama-sama penasihat Kementerian Belia dan Sukan (KBS) dan Suruhanjaya Pencegahan Rasuah Malaysia. Ini adalah pendekatan holistik kami untuk membuktikan komitmen Impact terhadap integriti dalam syarikat. Usaha ini adalah untuk memperkukuh usaha dan langkah Impact Integrated terhadap pelaksanaan Seksyen 17A Akta Suruhanjaya Pencegahan Rasuah Malaysia.

Whistleblowing Policies & Procedures

Polisi Pemberi Maklumat & Prosedur



- Impact Integrated is dedicated to holding itself and employees at every level accountable. Any employee may direct complaints relating to illegal conduct, unethical matter or violation of the Code which may impact the Group, be it criminal in nature or otherwise to the group's whistleblowing channel.
- Impact Integrated berdedikasi untuk memastikan organisasi ini dan kakitangannya di setiap peringkat bertanggungjawab. Mana-mana kakitangan boleh membuat aduan berkaitan kelakuan yang menyalahi undang-undang, perkara tidak beretika atau kesalahan Tatakelakuan yang boleh memberi kesan kepada Impact, sama ada ia bersifat jenayah atau sebaliknya menerusi saluran pemberi maklumat yang disediakan oleh Impact.
- The channel is safe, secure and confidential, allowing employees making disclosures to feel protected. Measures are taken to ensure this includes concealing the identity of the complainant and sensitive details of the complaint and allowing employees to make anonymous complaints. If there is a need to disclose the identity of the complainant, the complainant's consent will be obtained, unless it is mandated by law or any authority. The complainant will not face any retaliation, harassment or adverse employment consequences, regardless of whether the allegation is proven or otherwise.
- Saluran ini adalah selamat, terjamin dan sulit, membolehkan kakitangan yang memberi maklumat berasa dilindungi. Prosedur yang diambil untuk memastikannya termasuk menyembunyikan identiti pengadu dan butiran sensitif aduan dan membenarkan pekerja membuat aduan tanpa nama. Sekiranya terdapat keperluan untuk mendedahkan identiti pengadu, kebenaran pengadu akan diperolehi, melainkan ia diberi mandat oleh undang-undang atau mana-mana pihak berkuasa. Pengadu tidak akan menghadapi sebarang tindak balas, gangguan atau kesan terhadap jawatan, tidak kira sama ada dakwaan itu terbukti atau sebaliknya.
- The policies regarding the whistleblowing channels as well as the protection of whistleblowers can be found in the company's code of conduct.
- Polisi mengenai saluran pemberi maklumat serta perlindungan pemberi maklumat boleh didapati dalam kod etika syarikat.

Key Internal Control

Kawalan Dalaman Utama



Finance Kewangan

Internal and External Audit

Impact Integrated conducts internal yearly as well as periodic audits on all its financial and operational processes. This ensures compliance, that risks are managed, and internal controls are effectively functioning. Periodic external audits are also performed by the Ministry of Youth and Sports as well as the Ministry of Finance on the company. The multiple levels of audits conducted is a demonstration of Impact's commitment to transparency and accountability.

Audit Dalaman dan Luaran

Impact Integrated menjalankan audit dalaman pada setiap tahun serta berkala ke atas semua proses kewangan dan operasinya. Ini memastikan patuhan, pengurusan risiko, dan kawalan dalaman berfungsi dengan berkesan. Audit luaran berkala juga dilakukan oleh Kementerian Belia dan Sukan serta Kementerian Kewangan ke atas organisasi ini. Pelbagai peringkat audit yang dijalankan membuktikan komitmen Impact terhadap ketelusan dan akauntabiliti.

Limits of Authority

The Limits of Authority (LOA) is an instrument of delegation of the Board's powers which sets the decision-making limit within Impact Integrated. The limits of authority are outlined in the Authority Manual ("AM") which defines the level of authority to prepare, propose, review, recommend and approve the decisions that will be required in the course of the company's operations.

Had Kuasa

Had Kuasa (LOA) ialah instrumen perwakilan kuasa Lembaga yang menetapkan had membuat keputusan dalam Impact Integrated. Had kuasa digariskan dalam Manual Kuasa ("AM") yang mentakrifkan tahap kuasa untuk menyediakan, mencadangkan, menyemak, mengesyorkan dan meluluskan keputusan yang diperlukan sepanjang tempoh operasi syarikat.

Budget Approval

A budget approval process is integral as a form of the internal control mechanism and a financial management process that enables the company to spend money wisely and stay within expense boundaries. This also allows management at every level to make business and spending decisions within the boundaries that have been established.

Impact Integrated performs a comprehensive annual planning and budgeting process that is tied to a revenue and performance KPI on each business unit. The budget, alongside the annual strategic plan, then goes through intense scrutiny before being approved by the Board of Trustees.

Kelulusan Belanjawan

Proses kelulusan belanjawan adalah penting sebagai satu bentuk mekanisme kawalan dalaman dan proses pengurusan kewangan yang membolehkan syarikat membelanjakan wang dengan bijak di samping mengawal had perbelanjaan. Ini juga membolehkan pengurusan di setiap peringkat membuat keputusan perniagaan dan perbelanjaan dalam hak kuasa yang telah ditetapkan.

Impact Integrated melaksanakan proses perancangan dan belanjawan tahunan yang komprehensif yang terikat dengan KPI hasil dan prestasi kepada setiap unit perniagaan. Bajet serta pelan strategik tahunan kemudiannya akan melalui proses penelitian yang terperinci sebelum diluluskan oleh Lembaga Pemegang Amanah.



Procurement
Perolehan

Impact Integrated has a rigorous procurement policy that ensures that the procurement team exercises due diligence, makes decisions based on a set of information and properly justifies each decision.

The company's code of conduct also details the restriction put in place to ensure integrity and ethical conduct when conducting duties as an employee, including measures to declare conflicts of interest when it comes to procurement. This holistic measure ensures that the procurement process is an accountable and transparent system.

Impact Integrated mempunyai dasar perolehan yang ketat dalam memastikan pasukan perolehan melaksanakan usaha yang wajar, membuat keputusan berdasarkan set maklumat dan mewajarkan setiap keputusan dengan betul.

Tatakelakuan syarikat juga memperincikan had batasan kakitangan untuk memastikan integriti dan kelakuan beretika semasa menjalankan tugas, termasuklah kaedah untuk mengisytiharkan konflik berkepentingan apabila melibatkan perolehan. Langkah holistik ini memastikan proses perolehan adalah sistem yang bertanggungjawab dan telus.



Human Resource
Sumber Manusia

The human resources department consists of multiple checks to ensure that correct procedure are adhered to at all times and at every level within the company.

Policies that govern human resources processes include recruitment policy, termination policy, procedure on offering employment to interns, disciplinary process, Fixed Term Contract Renewal – Conversion Policy.

Jabatan sumber manusia sentiasa menjalankan beberapa pemeriksaan untuk memastikan prosedur yang betul dipatuhi pada setiap masa dan pada setiap peringkat dalam organisasi ini.

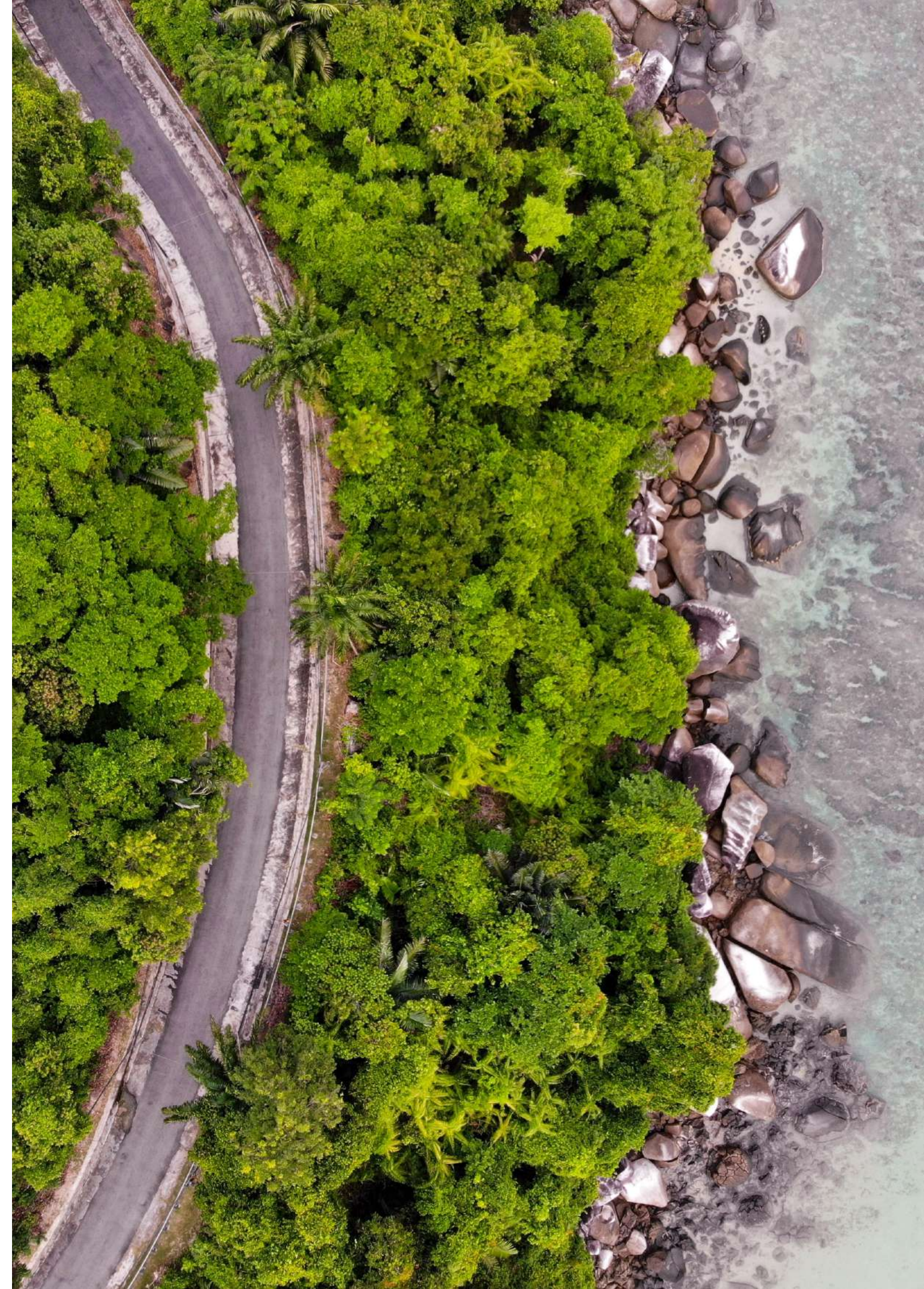
Polisi yang mengawal proses sumber manusia termasuk dasar pengambilan, dasar penamatan, prosedur menawarkan pekerjaan kepada pelatih, proses tatatertib, Pembaharuan Kontrak Jangka Tetap – Dasar Penukaran.



Health & Safety
Kesihatan & Keselamatan

Impact Integrated prioritise the health and safety of each and every one of their employees. Safety checks are put in place to ensure the comfort and safety of all. Policies implemented on this is the Social distancing Standard Operation Procedure, developed in light of COVID-19 and enforced by human resources.

Impact Integrated mengutamakan kesihatan dan keselamatan setiap kakitangan. Pemeriksaan keselamatan dibuat untuk memastikan keselesaan dan keselamatan untuk semua. Dasar berkaitan yang dilaksanakan adalah Prosedur Operasi Standard Jarak Sosial, yang dibangunkan berdasarkan COVID-19 dan dikuatkuasakan oleh Sumber Manusia.



IMPACT MALAYSIA

CAMERON VALLEY TEA

>5,000

Total Views

>20,000

Total Reach

>5,300

Beneficiaries
Penerima Manfaat

20

Initiatives
Inisiatif

104

Programs
Program

45.4% of Malaysians are youths. They are all 'changemakers'! Impact Malaysia's goal is to boost youth-driven social impact, through a multi-stakeholder model, including communities, NGOs, civil society organizations, philanthropic organizations, corporates and technology companies.

45.4% daripada rakyat Malaysia terdiri daripada belia. Mereka semua adalah 'changemakers'! Matlamat Impact Malaysia adalah untuk merancang impak sosial yang dipacu oleh golongan muda, menerusi sebuah model pelbagai pemegang-taruh, termasuklah komuniti, NGO, organisasi masyarakat sivil, organisasi kedermawanan, syarikat korporat dan syarikat teknologi.

About Impact Malaysia

Impact Malaysia is a social impact initiative of Impact Integrated. Impact Malaysia empowers youth to become changemakers through various capacity building activities, funds, social impact projects, collaborations and strategic communications.

Tentang Impact Malaysia

Impact Malaysia adalah sebuah inisiatif impak sosial di bawah Impact Integrated. Impact Malaysia memperkasakan belia untuk menjadi pembuat perubahan melalui pelbagai aktiviti pembinaan kapasiti, dana, projek impak sosial, kerjasama dan komunikasi strategik.



About The Team

In 2021, Impact Malaysia was run by a team of 10 personnel and 2 interns. The team brought a myriad of experiences from various spectrums of third sector, management and creative industry - through 3 team leaders, 3 programs associates and a full-stack communications team, consisting of 4 personnels.

Tentang Pasukan

Pada tahun 2021, Impact Malaysia dikendalikan oleh sepasukan 10 kakitangan dan 2 pelatih. Pasukan ini membawa pelbagai pengalaman daripada pelbagai spektrum sektor ketiga, pengurusan dan industri kreatif - melalui 3 ketua pasukan, 3 rakan program dan pasukan komunikasi timbunan penuh yang terdiri daripada 4 kakitangan.

Impact Malaysia Goals

Expand outreach to young changemakers

Meluaskanjangkauan kepada changemakers muda

Stabilize physical operations

Menstabilkan operasi fizikal

Growth of the brand

Pertumbuhan jenama

Matlamat Impact Malaysia

2021 Key Challenges

COVID-19 and Movement Control Order

Due to COVID-19 and the movement control order, Impact Malaysia was only on ground for 6 months in 2019 - 2020. Beyond MCO and the pandemic outbreak post March 2020, all of Impact Malaysia's programs had been online, thus limiting our outreach to our own echo chamber. We hope for a more positive outlook in 2022 with the reopening of social restrictions, especially in terms of outreach.

Disebabkan oleh COVID-19 dan perintah kawalan pergerakan Impact Malaysia hanya beroperasi selama 6 bulan pada 2019 - 2020. Selepas PKP dan wabak pandemik selepas Mac 2020, semua program Impact Malaysia telah berada dalam talian, sekali gus menghadkan jangkauan kami kepada kami, kebuk gema sendiri. Kami berharap untuk prospek yang lebih positif pada tahun 2022 dengan pembukaan semula sekatan sosial, terutamanya dari segi jangkauan.

Low visibility

As Impact Malaysia's programming are online and there are limited budgets for large-scale marketing, our visibility is also very limited. Some of the problems can be attributed to legacy social media echo chamber, but it is also due to followers not being able to relate our content to our planned programs, which is a common problem seen in MCO-era third sector programming.

Memandangkan pengaturcaraan Impact Malaysia adalah dalam talian dan terdapat belanjawan terhad untuk pemasaran berskala besar, keterlihatan kami juga sangat terhad. Beberapa masalah boleh dikaitkan dengan ruang gema media sosial warisan, tetapi ia juga disebabkan oleh pengikut tidak dapat mengaitkan kandungan kami dengan program yang dirancang kami, yang merupakan masalah biasa yang dilihat dalam pengaturcaraan sektor ketiga era MCO.

Fundraising

Fundraising had been a challenge for Impact Malaysia, due to the lesser grant allocation available, limitations to crowdfund and reduction of corporate CSR budgets.

Pengumpulan dana telah menjadi satu cabaran bagi Impact Malaysia, disebabkan peruntukan geran yang lebih sedikit, pengehadan kepada crowdfund dan pengurangan belanjawan CSR korporat.

2021 Key Highlights

Developing Youth Changemakers

Impact Malaysia continues to develop young changemakers through our flagship programs: Akademi Impact, Takeover and various strategic communications efforts.

Impact Malaysia terus membangunkan pembuat perubahan muda melalui program utama kami: Akademi Impact, Takeover dan pelbagai usaha komunikasi strategik.

Impact Youth MCO 3.0 Response

Empowering young changemakers in Impact Youth to provide assistance for communities through Kotak Rezeki, ITH Vaksin and vaccination registration campaigns.

Memperkasakan pembuat perubahan muda dalam Impact Youth untuk menyediakan bantuan untuk komuniti melalui Kotak Rezeki, ITH Vaksin dan kempen pendaftaran vaksinasi.

#BeliaBekerja

A campaign to address youth unemployment issues. Consisting of a strategic communications campaign, 1 forum and 3 workshops.

Kempen untuk menangani isu pengangguran belia. Terdiri daripada kempen komunikasi strategik, 1 forum dan 3 bengkel.

"OK Ke?" Campaign

A campaign to address mental health issues rampant during MCO. Consisting of a strategic communications campaign, forums, workshops, mental health support group, counselling subsidy and various mental health-related programming.

Kempen untuk menangani isu kesihatan mental yang berleluasa semasa PKP. Terdiri daripada kempen komunikasi strategik, forum, bengkel, kumpulan sokongan kesihatan mental, subsidi kaunseling dan pelbagai pengaturcaraan berkaitan kesihatan mental.

Kata Dua Campaign

A campaign to empower youth on politics and civic engagement, leading to Undi 18. Consisting of a strategic communications campaign, 2 forums and 2 workshops.

Kempen untuk memperkasakan belia dalam politik dan penglibatan sivil yang membawa kepada Undi 18. Terdiri daripada kempen komunikasi strategik, 2 forum dan 2 bengkel.

3 Pillars of Impact Malaysia

3 Teras Impact Malaysia



Enable

Pembangunan Belia

Drive youth development by empowering them as drivers of social impact projects in Malaysia, using a multi-stakeholder model.

Memacu pembangunan belia dengan memperkasa mereka sebagai penggerak projek impak sosial di Malaysia, menggunakan model pelbagai pemegang taruh.



Advocate

Pembangunan Impak

- Understand the third landscape of the sector ecosystem in Malaysia in the context of impact assessment and reporting.
- Get mutual agreement on impact measurement indicators among third sector players.
- Identify, customize and use the toolkit according to local suitability.
- Develop a pool of trained volunteers who can be deployed to help assess and report impact.
- Create a dashboard to navigate Malaysia's efforts in the third sector based on location, players and focus areas.

- Fahami lanskap ekosistem sektor ketiga di Malaysia dalam konteks penilaian impak dan pelaporan.
- Dapatkan persetujuan bersama dalam kalangan pemain sektor ketiga dalam indikator pengukuran impak.
- Kenal pasti, menyesuaikan dan menggunakan 'toolkit' mengikut kesesuaian tempatan.
- Mengembangkan sekumpulan sukarelawan terlatih yang boleh membantu untuk menjalankan pengukuran dan pelaporan impak.
- Membina 'dashboard' untuk menavigasi usaha-usaha sektor ketiga di Malaysia berdasarkan lokasi, pemain dan kawasan tumpuan.



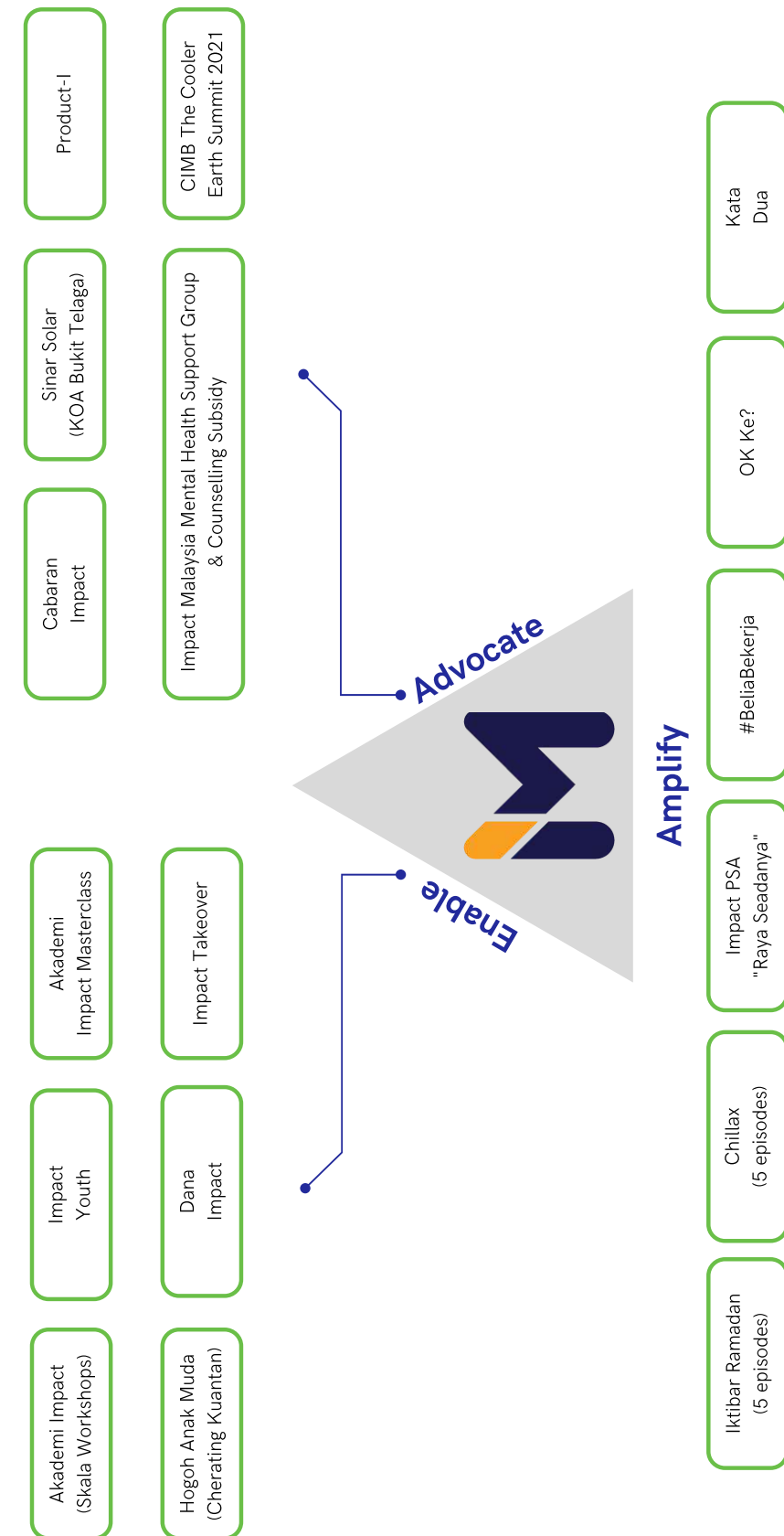
Amplify

Komunikasi Strategik

Branding Impact Malaysia as an organization for social change and social impact. Improving community understanding of all things social and impact related through the strengthening of youth-led social impact projects and communication and documentation of social problems.

Menjenamakan Impact Malaysia sebagai sebuah organisasi perubahan sosial dan impak sosial. Meningkatkan pemahaman masyarakat mengenai segala yang berkaitan sosial dan impak melalui pengukuhan projek impak sosial yang dipimpin oleh belia serta komunikasi dan dokumentasi masalah sosial.

Recap Programs and Activities Impact Malaysia 2021



Impact Malaysia 2021 Programs & Initiatives

Program & Inisiatif Impact Malaysia Sepanjang 2021

Doing good is one thing, but creating social impact is another. Many individuals and organizations are doing good things for the community and the planet, but they are mostly social good, not social impact. Social impact is how organizations, businesses or individuals' actions affect the surrounding community. Impact results from an activity, project, program or policy. It can be negative or positive, intentional or unintentional. Social impact can be beyond people, it affects the ecosystem, environment and the planet too.

Menjalankan kebajikan dan mencipta impak sosial adalah dua perkara berbeza. Ramai individu dan organisasi menjalankan kebajikan untuk komuniti dan planet ini, namun kebanyakannya adalah menjalankan kebajikan sosial, bukan impak sosial. Impak sosial adalah bagaimana tindakan syarikat, perniagaan atau individu mempengaruhi komuniti di sekeliling mereka. Hasil kesan daripada aktiviti, projek, program atau dasar. Ia boleh jadi negatif atau positif, disengajakan atau tidak disengajakan. Impak sosial mampu melangkaui manusia, ia boleh menjejaskan ekosistem, alam sekitar dan juga planet.

#ImpactTolongHantar (ITH)

Impact Tolong Hantar or ITH is an initiative to help support logistics for aid during MCO. ITH helps aid providers to transport the aid provisions to beneficiaries by managing and paying for transportation costs, and helps transport the underprivileged to PPVs for vaccination during MCO 3.0.

Impact Tolong Hantar atau ITH ialah satu inisiatif untuk membantu menyokong logistik untuk bantuan semasa PKP. ITH membantu penyedia bantuan menghantar peruntukan bantuan kepada penerima manfaat dengan mengurus dan membayar kos pengangkutan, dan membantu menghantar golongan yang kurang bernasib baik ke PPV untuk vaksinasi semasa PKP 3.0.

187

applied

117

cases fulfilled

6,193.31

Ringgit Spent
Ringgit Dibelanja

117

Beneficiaries



Following on from the Flood phenomenon in the Klang Valley at the end of 2021, Impact Malaysia has provided transportation funds to NGOs or a collective of volunteers who help flood victims. Funds were utilised for the cost of shipping donated items, the cost of transferring large waste using "roro bins" and trucks, as well as the cost of shipping volunteers only.

Lanjutan daripada fenomena Banjir di Lembah Klang pada hujung tahun 2021, Impact Malaysia telah memberi dana pengangkutan kepada NGO atau kolektif sukarelawan yang membantu mangsa banjir. Dana hanya boleh digunakan untuk kos penghantaran barangan sumbangan, kos pemindahan barang buangan besar menggunakan "roro bin" dan lori, serta kos penghantaran sukarelawan sahaja.

Chillax Live

A forum and web-series that discusses socioeconomic issues from the lens of youths and the third sector. The series is done on Facebook Live, Zoom and later processed into a short web-series called Chillax.

Forum dan siri web yang membincangkan isu sosioekonomi dari lensa belia dan sektor ketiga. Siri ini dilakukan di Facebook Live, Zoom dan kemudiannya diproses menjadi siri web pendek yang dipanggil Chillax.

Episodes Episod	Date Tarikh	Topics Topik-topik	500 participants	13,545 total reach
EP 1	April 16	The New Normal		
EP 2	April 30	The One Who Serves		
EP 3	May 7	Dakwah Berimpak Tinggi		
EP 4	May 11	Ramadan di Jerman		
EP 5	July 2	Kerja-Yeah!		
EP 6	April 16	Mental Survival		
EP 7	September 2	Macam Mana Nak Tolong?		
EP 8	October 7	Semua OK Je		
EP 9	November 10	Politik Muda		
EP 10	November 24	Politik Muda		
			266 shares	485 likes



COVID-19 Response

Due to the impact of Movement Control Order 3.0, Impact Malaysia ran a program called Kotak Rezeki to give groceries to communities in need and did a vaccination registration drive. This program is activated by Impact Youth.

Sempenah dengan Perintah Kawalan Pergerakan 3.0, Impact Malaysia telah menjalankan sebuah program yang dipanggil Kotak Rezeki iaitu sebuah inisiatif untuk memberi sumbangan barangan runcit kepada komuniti yang memerlukan di samping memacu pendaftaran vaksinasi. Program ini diaktifkan oleh Impact Youth.

B40

Beneficiaries

1,306

Kotak Rezeki

81

Vaccine Registration

131,025

Ringgit Spent



This Kotak Rezeki assistance is special for the B40 group, OKU, Senior Citizens and Orang Asli throughout Malaysia.

Bantuan Kotak Rezeki ini khas untuk golongan B40, OKU, Warga Emas dan orang Asli di seluruh Malaysia.

Takeover

A short workshop for changemakers to ideate and refine their social impact project ideas. Throughout the Movement Control Order, Takeover is held online on Zoom platform.

Bengkel pendek untuk pembuat perubahan untuk memikirkan dan memperhalusi idea projek impak sosial mereka. Sepanjang PKP, Takeover telah berlangsung secara dalam talian di platform Zoom.

440

participants

6,588

total reach

285

likes

Episodes Episod	Date Tarikh	Topics Topik-topik
EP 1	Feb 12 - 14	Takeover X Katalis Johor
EP 2	May 2	Takeover X Kelab Belia Bukit Jati
EP 3	Apr 23, May 1-2	Takeover X UPNM
EP 4	July 23	Takover Ramadan Edisi PPR
EP 5	August 12	Takeover Belia Bekerja 1: "Buat Resume Power"
EP 6	September 2	Takeover Belia Bekerja 2: "Taktik Cari Kerja"
EP 7	September 11	Takeover Belia Bekerja 3: "Strategi Temuduga Berjaya"
EP 8	September 25	Takeover Kesihatan Mental 1: "Jiwa Kacau"
EP 9	November 10	Takeover Kesihatan Mental 2: "Anxiety & Depression"
EP 10	x	Takeover Psychological First Aid 1
EP 11	x	Takeover Psychological First Aid 2



Product-I



Developed in 2020, Product-I underwent a major change post Beta phase. The new Product-I is designed to be more relevant to youth development and social innovation. Previously centered on impact reporting, version 2.0 is now more relevant as a tool for youth changemakers and impact-driven organizations to create and report impactful social projects. Product-I 2.0 is still undergoing development and will be launched in 2022.

Dibangunkan pada 2020, Product-I mengalami perubahan besar selepas fasa Beta. Produk-I baharu direka bentuk agar lebih relevan kepada pembangunan belia dan inovasi sosial. Sebelumnya berfokus kepada pelaporan impak, versi 2.0 kini lebih relevan sebagai alat untuk pembuat perubahan belia dan organisasi yang dipacu impak untuk mencipta dan melaporkan projek sosial yang memberi impak. Product-I 2.0 masih dalam pembangunan dan akan dilancarkan pada 2022.

117

cases fulfilled

Akademi Impact

Akademi Impact is a social impact accelerator for youth community movers. In this programme, the community movers are taught the principles of IMPACT and apply it in their initiatives. Akademi Impact also offers a small grant for graduates to host a training session for their beneficiaries and peers on any of the 6 modules taught in Akademi, through the Skala scheme.

Akademi Impact ialah pemecut impak sosial untuk penggerak komuniti belia. Dalam program ini, penggerak komuniti diajar prinsip IMPACT dan menerapkannya dalam inisiatif mereka. Akademi Impact juga menawarkan geran kecil untuk graduan menjadi tuan rumah sesi latihan untuk penerima dan rakan sebaya mereka mengenai mana-mana daripada 6 modul yang diajar di Akademi, melalui skim Skala.

Akademi Impact: 2 - 10 April 2021, on Zoom

Eps	Date /Tarikh	Platform	Skala Workshop Trainers
EP-1	29 April	Zoom	Charles Viniyal A/L Pilaventhiran
EP-2	2 May	Zoom	Ezwanshah Nordin
EP-3	8 May	Zoom	Aina Fariha

The Impact Academy can be joined by individuals aged 18 - 35 who are volunteers, social projects and young people who have NGOs, or are part of an NGO to join us. The academy is held online due to PKP constraints, with a basic commitment of 4 hours per day, 7 consecutive days for free.

Impact Malaysia membuka tirai Akademi Impact Siri 1.2021 dengan menjemput belia berusia 18 - 35 tahun yang merupakan kaki suka relawan, kaki buat projek sosial dan anak muda yang ada NGO, atau merupakan sebahagian daripada NGO untuk menyertai kami. Akademi ini akan diadakan secara online kerana kekangan PKP, dengan komitmen asas selama 4 jam setiap hari, 7 hari berturut-turut. Yang penting, Akademi Impact adalah PERCUMA!

154
changemakers30
community movers

3

Skala Workshops



Akademi Impact Masterclass

Short masterclasses for changemakers and social impact practitioners, delving deep into various topics under the IMPACT module (Ideate, Manage, Pilot, Act, Count, Tell). Masterclasses are done on Zoom and is lead by seasoned practitioners and experts.

Kelas induk pendek untuk pembuat perubahan dan pengamal impak sosial, mendalami pelbagai topik di bawah modul IMPACT (Ideate, Manage, Pilot, Act, Count, Tell). Kelas induk dilakukan pada Zoom dan diketuai oleh pengamal dan pakar yang berpengalaman.

Episodes Episod	Date Tarikh	Topics Topik-topik
EP 1	Feb 12 - 14	Takeover X Katalis Johor
EP 2	May 2	Takeover X Kelab Belia Bukit Jati
EP 3	Apr 23, May 1-2	Takeover X UPNM
EP 4	July 23	Takover Ramadan Edisi PPR
EP 5	August 12	Takeover Belia Bekerja 1: "Buat Resume Power"
EP 6	September 2	Takeover Belia Bekerja 2: "Taktik Cari Kerja"
EP 7	September 11	Takeover Belia Bekerja 3: "Strategi Temuduga Berjaya"

210
participants8,420
total reach53
shares404
likes

Impact Youth

A collective of young changemakers who are leading social change in communities.

Here are Impact Youth objectives:

- Empower the youth to be changemakers in their communities.
- Be the outreach wing for all Impact Malaysia programs nationwide.
- Run various social impact projects on development, socio-economics and the environment.

Kolektif pembuat perubahan muda yang menerajui perubahan sosial dalam komuniti. Berikut adalah objektif Impact Youth:

- Memperkasakan belia untuk menjadi pembuat perubahan dalam komuniti mereka.
- Menjadi sayap jangkauan untuk semua program Impact Malaysia di seluruh negara.
- Menjalankan pelbagai projek impak sosial terhadap pembangunan, sosio-ekonomi dan alam sekitar.

Beneficiaries: young changemakers, university students, youth organizations, communities

Penerima: pembuat perubahan muda, pelajar universiti, pertubuhan belia, komuniti

420
members

Impact Youth chapters: Bangi, Klang, Lembah Subang, Kampung Pandan, Lembah Pantai, Jasin, Relau, Sg. Rambai, Johor Bahru, Miri, Beaufort, Kuala Perlis, Raub, Kuantan

Impact Raya PSA

142
views356
total reach12
shares

A Public Service Announcement (PSA) video entitled "Raya Seadanya" was produced in the month of Raya. It's about celebrating Hari Raya in the new norm and to spread positivity during lockdown.

Sebuah video Pengumuman Perkhidmatan Awam (PSA) bertajuk "Raya Seadanya" telah dihasilkan pada bulan Raya. Ini mengenai meraikan Hari Raya dalam norma baharu dan menyebarkan positif semasa berkurung.

Hogoh Anak Muda

Hogoh Anak Muda is a pilot outreach program in Kuantan & Raub, with a main agenda to activate young changemakers and empower young local entrepreneurs. The 4-day workshop is held in Residence Inn, Cherating, from 11 – 14 November, ended with a Demo Day for young changemakers to pitch their social impact projects to gain access to 2 tickets of Dana Impact. This Hogoh Anak Muda program is our pilot initiative for the youth community through 2 main workshops, namely the Takeover Workshop and the Orang Muda Business Workshop.

Hogoh Anak Muda adalah sebuah program 'outreach' perintis di Kuantan & Raub, dengan agenda utama untuk mengaktifkan pembuat perubahan muda dan memperkasakan usahawan muda tempatan. Bengkel selama 4 hari tersebut telah berlangsung di Residence Inn, Cherating, dari 11 – 14 November, berakhir dengan sebuah Hari Demo untuk memberi peluang kepada pembuat perubahan muda 'pitch' projek impak sosial mereka untuk mendapatkan akses kepada 2 tiket Dana Impact. Program Hogoh Anak Muda ini merupakan inisiatif perintis kami bagi komuniti belia menerusi 2 bengkel utama iaitu Bengkel Takeover dan Bengkel Bisnes Orang Muda.

46
participants1,085
total reach6
saves14
shares45
likes

Impact Malaysia Web-Series

Creation of web-series on various topics related to youth, in short-format. Series are published on Youtube and IGTV. In 2021, Impact Malaysia published 2 series, namely Iktibar Ramadan during the holy month and Chillax, snippets of important contents in the longer Chillax forum series.

Penciptaan siri web mengenai pelbagai topik berkaitan belia, dalam format pendek. Siri diterbitkan di Youtube dan IGTV. Pada tahun 2021 Impact Malaysia menerbitkan 2 siri iaitu Iktibar Ramadan pada bulan mulia dan Chillax, coretan kandungan penting dalam siri forum Chillax yang lebih panjang.

5eps
Iktibar Ramadan12eps
Chillax

Dana Impact

A seed fund for youth-led social impact project.

Dana permulaan yang diberikan kepada projek-projek impak sosial yang diterajui oleh belia.

iCube
RM 1,000

iCube for their annual accelerator program, CIPTA.

iCube untuk program pemecut tahunan mereka, CIPTA.

Rakan Tutor
RM 5,000

A project to give free Mathematics tutoring to 250 students in 3 months, during MCO.

Projek untuk memberi tunjuk ajar Matematik percuma kepada 250 pelajar dalam masa 3 bulan, semasa PKP.

5
grant receivers21K
total spentSEMAI
RM 5,000

Permaculture and composting to increase the income of Semai OA communities in Jernang, Sungkai.

Permakultur dan pengkomposan untuk meningkatkan pendapatan masyarakat Semai OA di Jernang, Sungkai.

Transformasi G
RM 5,000

Empowerment program for Kuantan's homeless community to gain jobs and permanent employment.

Program pemerksaan masyarakat gelandangan Kuantan untuk mendapatkan pekerjaan dan pekerjaan tetap.

Teman Malaysia
RM 5,000

A social enterprise to complement care and chauffeur services for the elderly.

Perusahaan sosial untuk melengkapkan perkhidmatan penjagaan dan chaffeur untuk warga tua.

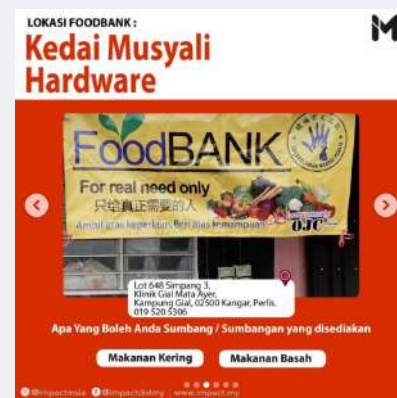
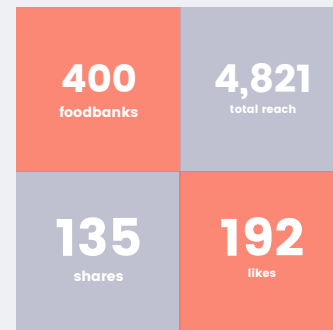
600
beneficiaries

Senarai Foodbank Malaysia

An online listing of Foodbanks crowdsourced by Impact Youth during MCO 3.0. Selected foodbanks are amplified through social media posts.

Penyenaaraan dalam talian Foodbanks yang disumbangkan oleh Impact Youth semasa PKP 3.0. Bank makanan terpilih diperkuatkan melalui siaran media sosial.

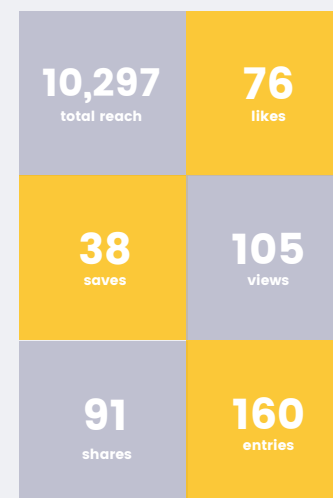
Selangor & WP						
Perak Kedah Pulau Pinang Kelantan Terengganu Negeri Sembilan Melan...						
Grid view Hide fields Filter Grouped by 2 fields Sort						
Daerah	Kawasan	Nama Lokasi	Gambar Lokasi	Alamat Lokasi	Waze Lokasi	
DAERAH						
AMPANG (MPAJJ)	Count: 1					
KAWASAN						
Taman Melawati	1					
1	AMPANG (MPAJJ)	Taman Melawati	Mikro Food Bank		325, Jin Bandar Melawati...	Micro Food Ba...
DAERAH						
Ara Damansara	Count: 1					
KAWASAN						
Petaling Jaya	1					
2	Ara Damansara	Petaling Jaya				
DAERAH						



Cabaran Impact

Online challenge to challenge youths' knowledge on socio-economics and creativity to solve problems. Challenges are created on social media, and winners get to win cash prizes. This is Impact Malaysia's effort to activate mass youth during MCO.

Cabaran dalam talian untuk mencabar pengetahuan belia tentang sosio-ekonomi dan kreativiti untuk menyelesaikan masalah. Cabaran dicipta di media sosial, dan pemenang berpeluang memenangi hadiah wang tunai. Ini adalah usaha Impact Malaysia untuk mengaktifkan belia massa semasa PKP.



Belia Bekerja

A campaign to address youth unemployment issues. Consisting of a strategic communications campaign, 1 forum and 3 workshops.

Kempen untuk menangani isu pengangguran belia. Terdiri daripada kempen komunikasi strategik, 1 forum dan 3 bengkel.

Episodes Episod	Date Tarikh	Topics Topik-topik
EP 1	August 12	Takeover Belia Bekerja 1: "Buat Resume Power"
EP 2	September 2	Takeover Belia Bekerja 2: "Taktik Cari Kerja"
EP 3	September 11	Takeover Belia Bekerja 3: "Strategi Temuduga Berjaya"



CIMB The Cooler Earth Sustainability Summit 2021

Impact Malaysia is a partner for CIMB Group's The Cooler Earth Sustainability Summit 2021 on 23rd –27th September 2021. With the theme "Align. Act. Accelerate Leadership for Change", the Summit is designed to seek active participation of local and regional CEOs, Board members and Sustainability Champions, in addition to participants from the financial industry, businesses, regulators, policy-makers and civil society. Impact Malaysia runs a workshop in The Cooler Earth Youth Day, a day organised and delivered by young and aspiring students, practitioners, and citizens. Participants learn to ideate social impact projects in 90 minutes.



Impact Malaysia adalah salah satu rakan kerjasama Kumpulan CIMB dalam The Cooler Earth Sustainability Summit 2021 pada 23-27 September lalu. Dengan tema "Sejajarkan. Bertindak. Percepat: Kepimpinan untuk Perubahan", Sidang Kemuncak ini dicipta untuk mendapatkan penyertaan aktif ketua-ketua pegawai eksekutif, tempatan dan serantau, ahli Lembaga Pengarah dan Juara Kemampaan, sebagai tambahan kepada peserta daripada industri kewangan, perniagaan, pengawal selia, penggubal dasar dan masyarakat sivil. Impact Malaysia telah menjalankan bengkel di dalam program The Cooler Earth Youth Day iaitu sebuah hari yang dianjurkan oleh pelajar muda dan bercita-cita tinggi, pengamal dan warganegara. Peserta dapat belajar untuk mencipta projek impak sosial dalam masa 90 minit.



"OK Ke?" Campaign

A campaign to address mental health issues rampant during MCO. Consisting of a strategic communications campaign, forums, workshops, mental health support group, counselling subsidy and various mental health-related programming.

Kempen untuk menangani isu kesihatan mental yang berleluasa semasa PKP. Terdiri daripada kempen komunikasi strategik, forum, bengkel, kumpulan sokongan kesihatan mental, subsidi kaunseling dan pelbagai pengaturcaraan berkaitan kesihatan mental.



Episodes Episod	Date Tarikh	Topics Topik-topik
EP 1	August 12	Plato Gathering
EP 2	September 2	Cabaran Fizikal Lockdown
EP 3	September 11	What's Next?
EP 4	August 12	Trivia Night
EP 5	September 2	Teka Lagu Itu
EP 6	September 11	Tenang & Yoga

**Impact Malaysia Mental Health Counselling Subsidy**

In line to mental health issues faced by the rakyat during MCO 3.0, Impact Malaysia offers Malaysian youths who are mentally affected by MCO 3.0 and COVID-19 some mental health support program, including 4 small mental health support group to be a safe space to de-stress, and 40 subsidies up to RM200 per pax for youths to access professional mental healthcare.

Selaras dengan isu kesihatan mental yang dihadapi oleh rakyat semasa PKP 3.0, Impact Malaysia menawarkan belia Malaysia yang terjejas mental akibat PKP 3.0 dan COVID-19 beberapa program sokongan kesihatan mental, termasuk 4 kumpulan sokongan kesihatan mental kecil untuk menjadi ruang selamat untuk -tekanan, dan 40 subsidi sehingga RM200 setiap orang untuk belia mendapatkan penjagaan kesihatan mental profesional.

4
subsidy given

Impact Malaysia Mental Health Support Group

In line to mental health issues faced by the rakyat during MCO 3.0, Impact Malaysia offers Malaysian youths who are mentally affected by MCO 3.0 and COVID-19 some mental health support program, including 4 small mental health support group to be a safe space to de-stress, and 40 subsidies up to RM200 per pax for youths to access professional mental healthcare.

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Episodes Episod	Date Tarikh	Topics Topik-topik
EP 1	August 12	Program Support Group Mental Usahawan
EP 2	September 2	Program Support Group Mental Kekeluargaan & Perhubungan

210
participants

8,420
total reach

404
likes

53
shares





Sinar Solar KOA Bukit Telaga

Hogoh Anak Muda is a pilot outreach program in Kuantan & Raub, with a main agenda to activate young changemakers and empower young local entrepreneurs. The 4-day workshop is held in Residence Inn, Cherating, from 11 - 14 November, ended with a Demo Day for young changemakers to pitch their social impact projects to gain access to 2 tickets of Dana Impact.

Hogoh Anak Muda ialah program perintis jangkauan di Kuantan & Raub, dengan agenda utama untuk mengaktifkan pembuat perubahan muda dan memperkasakan usahawan muda tempatan. Bengkel selama 4 hari diadakan di Residence Inn, Cherating, dari 11 - 14 November, berakhir dengan Hari Demo untuk pembuat perubahan muda untuk melontarkan projek impak sosial mereka untuk mendapatkan akses kepada 2 tiket Dana Impact.

46
participants

1,085
total reach

14
shares

45
likes

Sinar Solar - an Impact Malaysia initiative.

2021 Media Coverage for Impact Malaysia

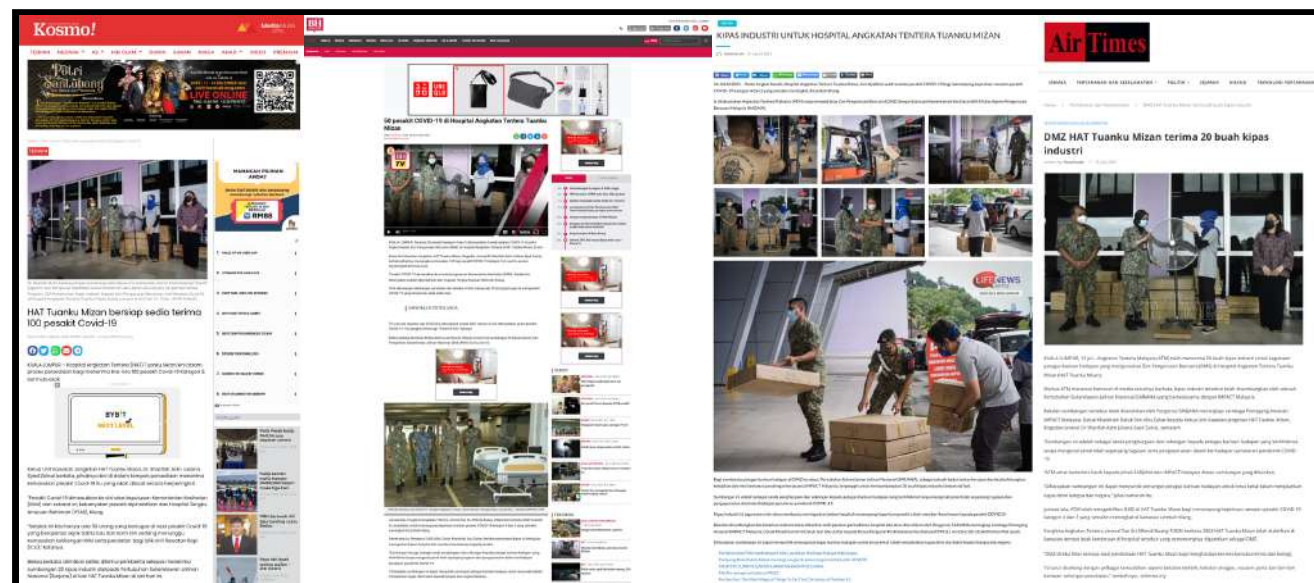
The general focus of Impact Malaysia this year is given mainly to the 2 flagship programs of Impact Malaysia, namely 'Hogoh Anak Muda' and 'Sinar Solar'. Many thanks to the media partners who are willing to participate in our program in Kuantan and Raub, Pahang.

Fokus tumpuan umum Impact Malaysia pada tahun ini diberikan terutamanya kepada 2 buah program perdana Impact Malaysia, iaitu 'Hogoh Anak Muda' dan 'Sinar Solar'. Sekalung penghargaan buat rakan media yang sudi menyertai program kami di Kuantan dan Raub, Pahang.

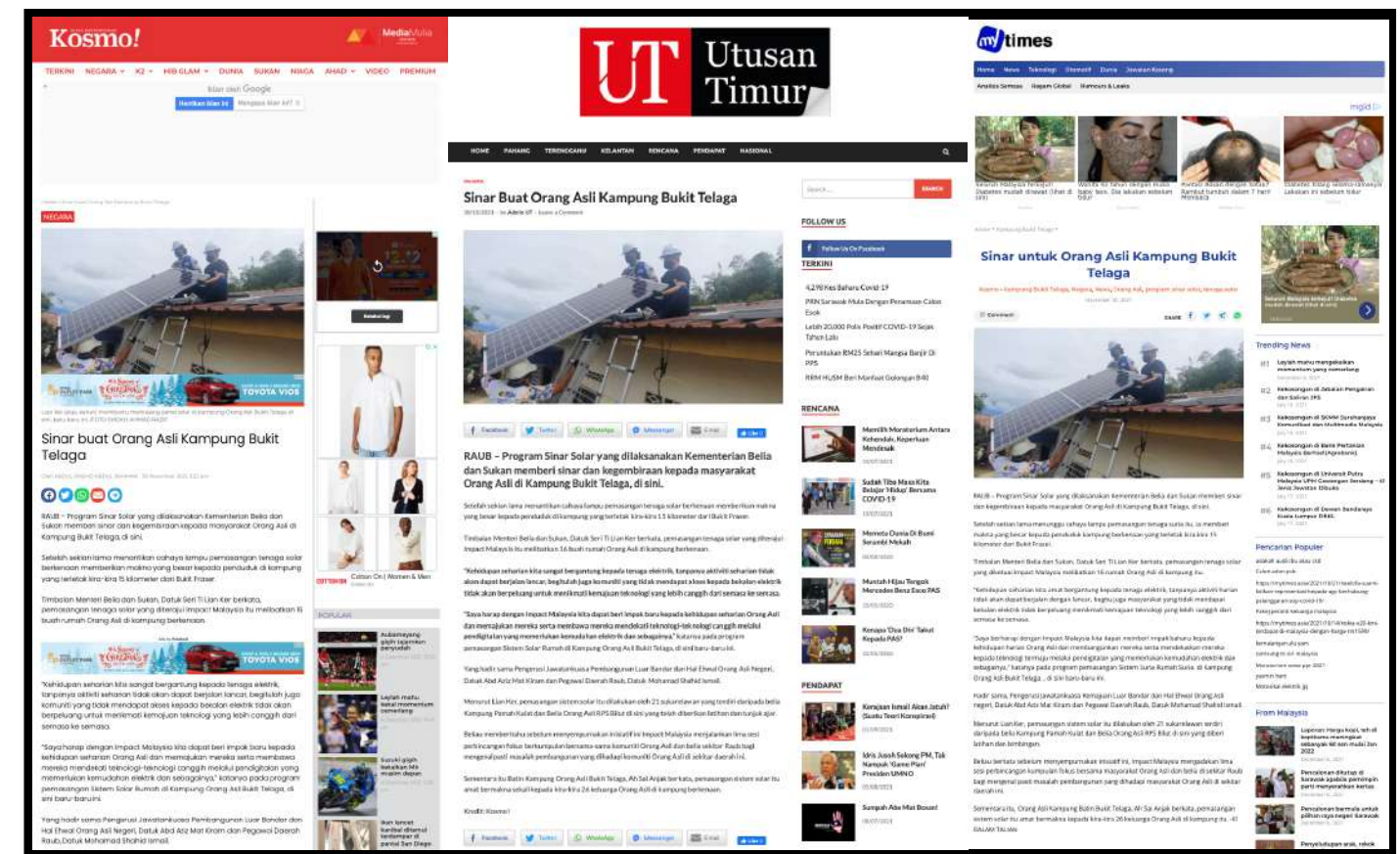
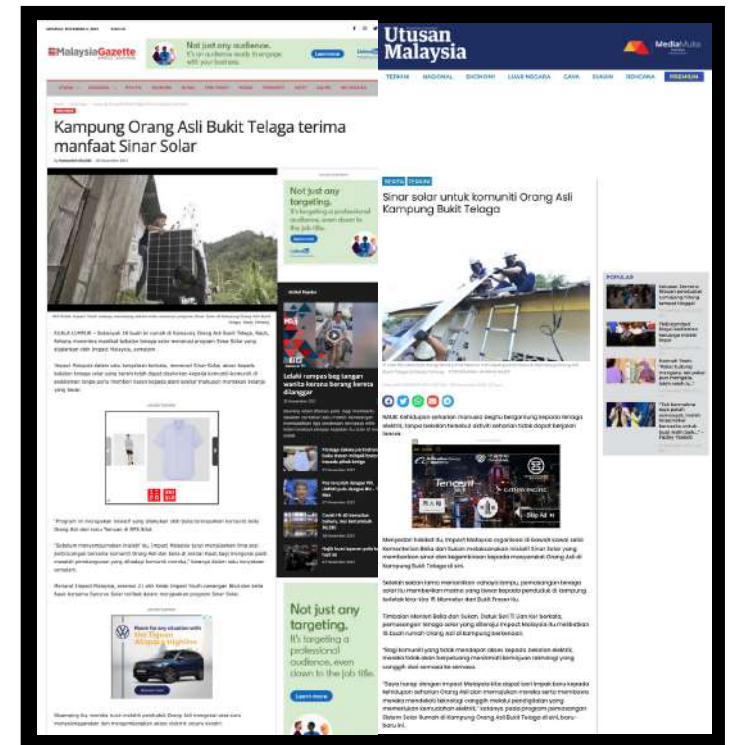
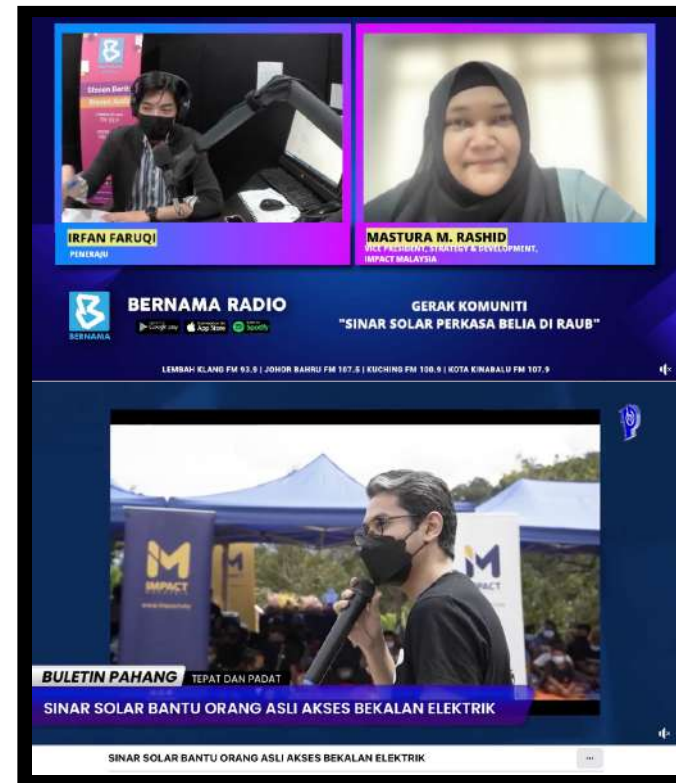
In The News: Hogoh Anak Muda



In The News: Impact Derma Kipas Industri



In The News: Sinar Solar Raub



IMPACT REPORT 2021

Methodology

Theory of Change

Programs & Measurements

Way Forward

Methodology

Metodologi

Impact Malaysia was conceptualized in 2019, envisioning a sustainable and measurable social impact ecosystem driven by youth to bring meaningful and lasting change in their communities. This was zoomed-in in 2020, whereby Impact Malaysia revised its strategies to be more focused on youths, alongside the third sector which was the focus for 2019.

Impact Malaysia's youth development strategies are constructed based on Dasar Belia Malaysia (Malaysia Youth Policy) and Indeks Belia Malaysia (Malaysia Youth Index), both championed by KBS; as well as the more recent Rancangan Malaysia Ke-12 (RMKe-12).

In terms of Impact Development, our work is to analyse socio-economic issues intersecting with youths' lived experiences, as well as programs to build capacities and making impact creation more vibrant in the third sector. We base our strategies on various studies, such as Malaysia's SDG reports, AVPN's Social Investment Landscape reports, Doing Good Index published by Centre for Asian Philanthropy and Society (CAPS) and various youth issue-based researches published by Institute of Youth Studies (IYRES).

Our Theory of Change is based on the state of youth development and social impact development in Malaysia, based on the aforementioned studies and reports.

Social Return on Investment

Impact Malaysia's Social Return on Investment (SROI) methodology uses monetary values to represent the positive changes our projects and our changemakers have had in their communities, but on societal values, rather than money. For example, a ratio of 1:2 indicates that an investment of RM1 delivers the equivalent of RM2 of positive impact on the lives of youths.

This calculation helps us in evaluating the value of our programs, and helps us in capturing the impact of initiatives led by Impact Malaysia's young changemakers. Measuring this allows us to gauge the subsequent impact of young changemakers engaging our capacity-building programs, their resulting impact in the community and the value of Impact Malaysia on KBS and our corporate supporters.

As SROI provides both qualitative and quantitative information, we gathered data for impact analysis through the following methodologies:

- For capacity-building programs, we do pre and post program surveys, tailoring the survey questionnaires to obtain insights on the impact of the program to them, and how can we better our programs in the future.
- For impact project funds and direct service programs such as Dana Impact and Sinar Solar, we collect data through door-to-door baseline surveys with beneficiaries, interview with changemakers, enumeration and various data collection and analysis through our project M&E (Monitoring & Evaluation) framework.

Impact Malaysia telah ditubuhkan pada tahun 2019, dengan hasrat mewujudkan sebuah ekosistem impak sosial yang mampan dan boleh diukur, didorong oleh belia untuk membawa impak bermakna dan berkekalan dalam komuniti mereka. Ini telah diutamakan pada tahun 2020, di mana Impact Malaysia menyemak semula strateginya untuk lebih tertumpu kepada belia, di samping sektor ketiga yang menjadi tumpuan untuk 2019.

Strategi pembangunan belia Impact Malaysia dibuat berdasarkan Dasar Belia Malaysia (Malaysia Youth Policy) dan Indeks Belia Malaysia (Malaysia Youth Index), kedua-duanya di bawah kawal selia KBS; serta Rancangan Malaysia Ke-12 (RMKe-12) yang lebih baharu.

Dari segi Pembangunan Impak, peranan kami adalah untuk menganalisis isu sosio-ekonomi yang bersilang-hubung dengan kehidupan belia, serta program untuk membina kapasiti dan menjadikan penciptaan impak lebih rancak dalam sektor ketiga. Kami mendasarkan strategi kami pada pelbagai kajian, seperti laporan SDG Malaysia, laporan Landskap Pelaburan Sosial AVPN, Doing Good Index yang diterbitkan oleh Centre for Asian Philanthropy and Society (CAPS) dan pelbagai penyelidikan berasaskan isu belia yang diterbitkan oleh Institute of Youth Studies (IYRES).

Teori Perubahan kami adalah berdasarkan situasi pembangunan belia dan pembangunan impak sosial di Malaysia, berdasarkan kajian dan laporan yang dinyatakan di atas.

Metodologi Pulangan Sosial terhadap Pelaburan (SROI) Impact Malaysia menggunakan nilai monetari untuk mewakili perubahan positif yang dilakukan oleh projek kami dan pembuat perubahan kami dalam komuniti mereka, tetapi pada nilai masyarakat, bukannya wang. Sebagai contoh, nisbah 1:2 menunjukkan bahawa pelaburan sebanyak RM1 memberikan bersamaan RM2 kesan positif kepada kehidupan belia.

Pengiraan ini membantu kami dalam menilai nilai program kami, dan membantu kami dalam menangkap kesan inisiatif yang diterajui oleh pembuat perubahan muda Impact Malaysia. Mengukur ini membolehkan kami mengukur kesan seterusnya daripada pembuat perubahan muda yang melibatkan program pembinaan kapasiti kami, kesan yang terhasil dalam komuniti dan nilai Impact Malaysia terhadap KBS dan penyokong korporat kami.

Memandangkan SROI menyediakan kedua-dua maklumat kualitatif dan kuantitatif, kami mengumpul data untuk analisis impak melalui metodologi berikut:

- Untuk program pembinaan kapasiti, kami melakukan tinjauan pra dan pasca program, menyesuaikan soal selidik tinjauan untuk mendapatkan pandangan tentang kesan program kepada mereka, dan bagaimana kami boleh memperbaiki program kami pada masa hadapan.
- Untuk dana projek berimpak dan program perkhidmatan langsung seperti Dana Impact dan Sinar Solar, kami mengumpul data melalui tinjauan garis dasar pintu ke pintu dengan penerima, temubual dengan pembuat perubahan, penghitungan dan pelbagai pengumpulan dan analisis data melalui projek M&E (Pemantauan & Penilaian) kami. rangka kerja.

Key Learnings

In the process of producing this report, we encountered many areas for growth and learning. Despite many limitations and circumstances, we constantly strive to improve the validity and reliability of our impact measurement methodology.

Data collection is challenging for online programming employed intensively in this COVID-laden year. Not all participants are responsive and participatory in our pre and post program surveys, which was rarely a challenge if the program had been physical and program surveys can be conducted on the spot. To address this challenge in future online programming, we will be incorporating a basal survey in a few intersections during the program, and for the surveys to be conducted interactively via a program moderator instead of a questionnaire. Program M&E is also challenging especially for impact projects and Dana Impact, due to travel restrictions. Thus, we improved our frameworks, focusing on remote-friendly and ease of data submission and verification for projects executed in 2021. Impact Malaysia ensures all data collection is consented and spent extra measures on data protection.

The bigger challenge on impact measurement is to determine the value of each project outcome, especially when the program seeks to solve intersectional issues, deals with intangibility or when there is not enough research available on the issues. Thus, when baseline datas are not available, Impact Malaysia employs an objective-based approach, case study analysis and critical judgement to approximate outcome values.

In 2022 and beyond, we seek to improve our frameworks on monitoring and evaluation, especially on valuation and baseline data resources - to ensure consistency and credibility. It is also our challenge moving forward to find a way to evaluate advocacy-based campaigns, the impact of networking and various projects which creates impact, but hard to measure due to intangibility.

Dalam proses menghasilkan laporan ini, kami menemui banyak bidang untuk pertumbuhan dan pembelajaran. Walaupun terdapat banyak batasan dan keadaan, kami sentiasa berusaha untuk meningkatkan kesahan dan kebolehpercayaan metodologi pengukuran impak kami.

Pengumpulan data adalah mencabar untuk pengaturcaraan dalam talian yang digunakan secara intensif pada tahun yang sarat COVID ini. Tidak semua peserta responsif dan mengambil bahagian dalam tinjauan pra dan pasca program kami yang jarang menjadi cabaran jika program itu berbentuk fizikal dan tinjauan program boleh dijalankan di tempat. Untuk menangani cabaran ini dalam pengaturcaraan dalam talian akan datang, kami akan memasukkan tinjauan asas di beberapa persimpangan semasa program, dan untuk tinjauan dijalankan secara interaktif melalui moderator program dan bukannya soal selidik. Program M&E juga mencabar terutamanya untuk projek impak dan Dana Impact disebabkan oleh sekatan perjalanan. Oleh itu, kami menambah baik rangka kerja kami, memfokuskan pada penyerahan dan pengesahan data yang mesra jauh dan mudah untuk projek yang dilaksanakan pada 2021. Impact Malaysia memastikan semua pengumpulan data dipersetujui dan menggunakan langkah tambahan untuk perlindungan data.

Cabaran yang lebih besar dalam pengukuran impak adalah untuk menentukan nilai setiap hasil projek, terutamanya apabila program ini berusaha untuk menyelesaikan isu-isu persimpangan, menangani ketidakjelasan atau apabila tidak ada penyelidikan yang mencukupi mengenai isu tersebut. Oleh itu, apabila data asas tidak tersedia, Impact Malaysia menggunakan pendekatan berasaskan objektif, analisis kajian kes dan pertimbangan kritikal untuk menganggarkan nilai hasil.

Pada tahun 2022 dan seterusnya, kami berusaha untuk menambah baik rangka kerja kami mengenai pemantauan dan penilaian, terutamanya mengenai penilaian dan sumber data garis dasar - untuk memastikan konsistensi dan kredibiliti. Ia juga merupakan cabaran kami untuk bergerak ke hadapan untuk mencari jalan untuk menilai kempen berasaskan advokasi, impak rangkaian dan pelbagai projek yang mencipta impak, tetapi sukar untuk diukur kerana tidak berapa jelas.



Theory of Change

Teori Perubahan

Impact Malaysia employs a Theory of Change (TOC) that is meant to create the most impact within our resources. The 2021 version of our TOC is a product of many adjustments since our inception as it is meant to be the most pragmatically achievable.

In this version readers will be able to see the logical framework in Part 1 where outlined the inputs, outputs, short and long-term outcomes we aim to achieve. Our long-term outcomes or the impact we aim to achieve is in-line with the nation's goal in nurturing its youth. We've moulded our long-term outcomes to match that of the cores in the Malaysia Youth Policy (DBM) 2015 goals. This essentially means that our programs contributes to the positive youth development, from youth for youth and youth as a resource and national asset cores stipulated in DBM 2015.

A TOC just wouldn't be complete without a realistic view of the logical framework. This is exacerbated by the ongoing global pandemic and other knock-on effects it has created. As such, in Part 2 of our TOC, we delved deeper into the challenges, risks, enablers and conditions that helps in realising our logical framework.

Impact Malaysia menggunakan Teori Perubahan (Theory of Change) yang bertujuan untuk mencipta kesan yang paling besar dalam sumber kita. Versi Teori Perubahan 2021 kami adalah produk daripada banyak pelarasan sejak penubuhan kami kerana ia bertujuan untuk menjadi yang paling pragmatik boleh dicapai.

Dalam versi ini pembaca akan dapat melihat rangka kerja logik dalam Bahagian 1 yang menggariskan input, output, hasil jangka pendek dan jangka panjang yang kami sasarkan untuk capai. Hasil jangka panjang kami atau impak yang kami sasarkan untuk dicapai adalah selaras dengan matlamat negara dalam memupuk belianya. Kami telah membentuk hasil jangka panjang kami agar sepadan dengan teras dalam matlamat Dasar Belia Malaysia (DBM) 2015. Ini bermakna program kami menyumbang kepada pembangunan belia yang positif, daripada belia untuk belia dan belia sebagai teras sumber dan aset negara yang ditetapkan dalam DBM 2015.

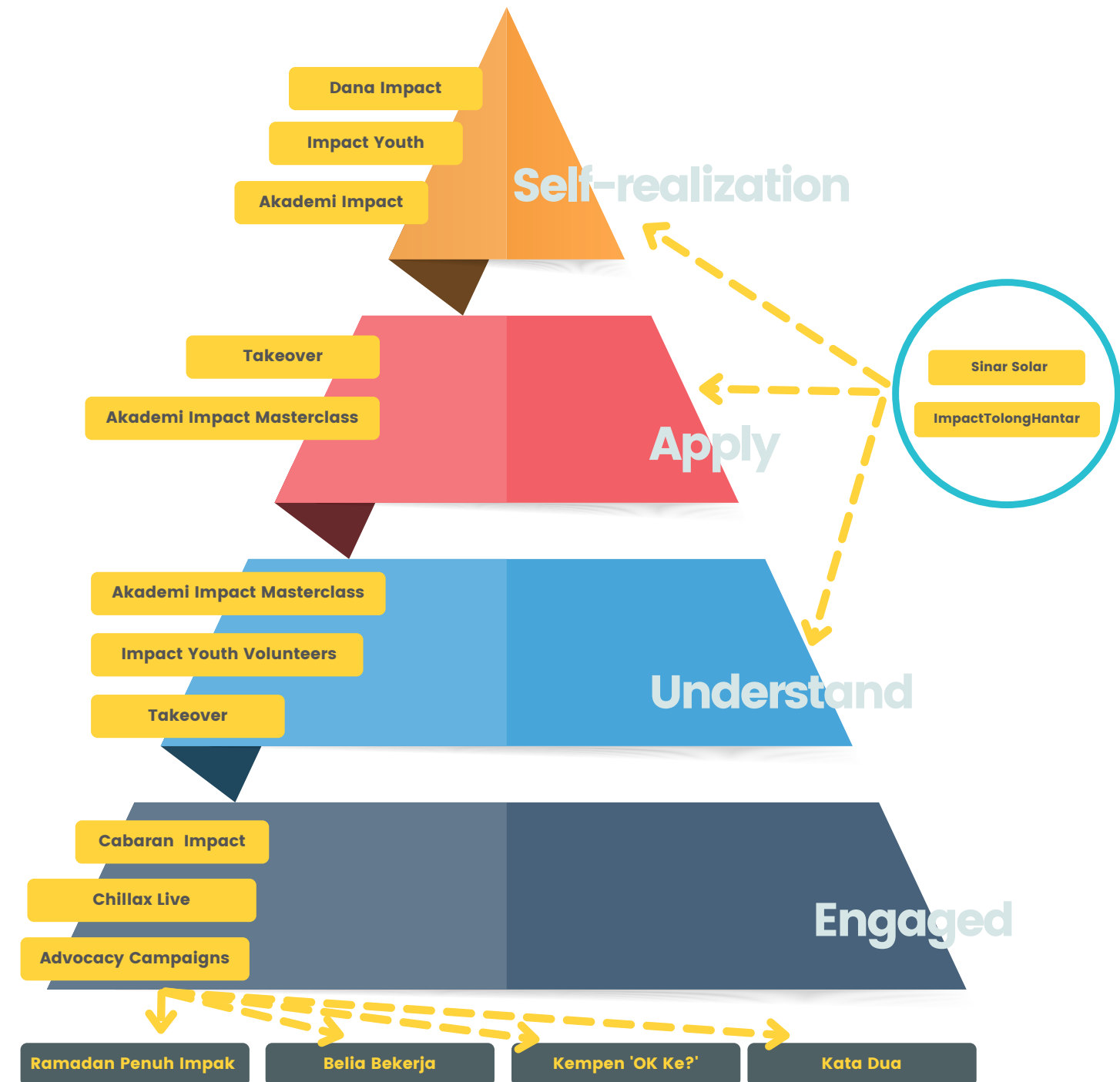
Teori Perubahan tidak akan lengkap tanpa pandangan realistik tentang rangka kerja logik. Oleh itu, dalam Bahagian 2 Teori Perubahan kami, kami menyelidiki dengan lebih mendalam tentang cabaran, risiko, pemboleh dan keadaan yang membantu dalam merealisasikan rangka kerja logik kami.

	Description Penerangan	Output Output	Immediate outcome Kesan jangka pendek	Long term outcome Kesan jangka panjang	Mission Misi
Enable	Empowering youth through capacity building and advocacy.	- Akademi Impact - Takeover - Chillax Live - Belia Bekerja - OK Ke? - Kata Dua	- Youth taking action - Increased problem-solving skills - Increased support through like-minded people	Increased resilience	Empower youths to achieve their full potential in social impact, leadership and various aspects of youth development.
Advocate	Creating resources, platforms and support systems for changemakers.	- Product-I - Module development - Gathering experts - Support and consulting services for changemakers	- Increased access to opportunities - Improved the service youths offer	Increased innovation and agility	
Amplify	Increase youth participation in the community through social impact projects.	- Impact Youth - Dana Impact - Sinar Solar - Impact Tolong Hantar - Cabaran Impact	- Youths be more involved in communities - Increased knowledge on current issues affecting communities - Youths gets to try solving developmental issues	Increased youth representation in communities	

	Description Penerangan	Output Output	Immediate outcome Kesan jangka pendek	Long term outcome Kesan jangka panjang	Mission Misi
Enable	Memperkasakan belia melalui pembinaan kapasiti dan advokasi.	- Akademi Impact - Takeover - Chillax Live - Belia Bekerja - OK Ke? - Kata Dua	- Pemuda mengambil tindakan - Peningkatan kemahiran menyelesaikan masalah - Peningkatan sokongan melalui orang yang berfikir sama	Peningkatan daya tahan	Memperkasakan belia untuk mencapai potensi penuh mereka dalam impak sosial, kepimpinan dan pelbagai aspek pembangunan belia.
Advocate	Mencipta sumber, platform dan sistem sokongan untuk pembuat perubahan.	- Product-I - Module development - Gathering experts - Support and consulting services for changemakers	- Peningkatan akses kepada peluang - Menambah baik perkhidmatan yang ditawarkan oleh belia	Peningkatan inovasi dan ketangkasan	
Amplify	Meningkatkan penyertaan belia dalam komuniti melalui projek impak sosial.	- Impact Youth - Dana Impact - Sinar Solar - Impact Tolong Hantar - Cabaran Impact	- Belia lebih terlibat dalam komuniti - Meningkatkan pengetahuan tentang isu-isu semasa yang mempengaruhi masyarakat - Belia boleh cuba menyelesaikan masalah perkembangan mental	Meningkatkan perwakilan belia dalam komuniti	

Challenges Cabaran	Risks Risiko	Enablers & Conditions for the success of TOC Pemboleh & Syarat untuk kejayaan TOC
- Movement Restrictions - Digital Divide - Youth Apathy (lack of appetite on developmental issues) - Educational background / exposure on issues - Language restrictions (knowledge on social impact is mainly in english) - Competing priorities (career, family, self-development) - Mental health - Youth's political literacy - Community's mindset on youth leadership (feudalism)	- Drop-off rate from participants - Emerging priorities - Echo-chamber	Participants: - Commitments - The right time and space - Sustained willpower - Location
		External Factors: - Access to internet - Education / exposure to developmental issues - Supportive environment - Peer support
		Impact Malaysia: - Effective Monitoring & Evaluation (M&E) - Responsive, effective & agile - Ensuring scalability - Empathetic and supportive

Level of impact Peringkat Impak	Definition Definisi	Programs Program-program	Indicators Indikator
Direct impact	Clear and cut impact from programs led by Impact Malaysia with youth as key stakeholders directly to the program beneficiaries. This includes direct assistance in monetary, material or services aid to the beneficiaries. <i>Impak yang jelas dan potong daripada program yang diketuai oleh Impact Malaysia dengan belia sebagai pemegang kepentingan utama terus kepada penerima program. Ini termasuk bantuan langsung dalam bentuk bantuan kewangan, material atau perkhidmatan kepada benefisiari.</i>	- Impact Tolong Hantar - Sinar Solar - Beneficiaries of Impact Youth and Dana Impact	Received direct assistance from Impact Malaysia's programs and affiliated projects <i>Aplikasi terbukti komponen pembinaan kapasiti dalam kerja dan kehidupan mereka (daya tahan, inovasi, ketangkasan) melalui pasca program M&E</i>
Engaged	The first level of impact for any participants. At this level, participants have met Impact Malaysia and are engaged in the programs they joined. <i>Tahap pertama kesan untuk mana-mana peserta. Pada peringkat ini, peserta telah bertemu dengan Impact Malaysia dan terlibat dalam program yang disertai.</i>	- Chillax Live - Cabaran Impact - Advocacy campaign viewers and participants	- Participated in non-workshop programs - Viewed our contents and engaged with us on social media <i>Mengambil bahagian dalam program bukan bengkel</i> <i>Melihat kandungan kami dan terlibat dengan kami di media sosial</i>
Understand	The next level for engaged participants is those who showed an increase level of understanding in the issue related to the programs they joined. <i>Tahap seterusnya bagi peserta yang terlibat ialah mereka yang menunjukkan peningkatan tahap kefahaman dalam isu berkaitan program yang disertai.</i>	- Takeover - Impact Masterclass - Impact Youth	- Youths be more involved in communities - Increased knowledge on current issues affecting communities - Youths gets to try solving develop-mental issues <i>Belia lebih terlibat dalam komuniti</i> <i>Meningkatkan pengetahuan tentang isu-isu semasa yang mempengaruhi masyarakat</i> <i>Belia boleh cuba menyelesaikan masalah perkembangan mental</i>
Apply	At this level, we try to ensure that our participants are able to apply what they learn and experience with Impact Malaysia in their own work and self development. This may result to greater resilience, innovation and agility. <i>Pada tahap ini, kami cuba memastikan peserta kami dapat mengaplikasikan apa yang mereka pelajari dan alami dengan Impact Malaysia dalam kerja dan pembangunan diri mereka sendiri. Ini boleh menghasilkan daya tahan, inovasi dan ketangkasan yang lebih tinggi.</i>	- Takeover - Impact Masterclass	Proven application of capacity-building components in their work and lives (resiliency, innovation, agility) through post-program M&E. <i>Aplikasi terbukti komponen pembinaan kapasiti dalam kerja dan kehidupan mereka (daya tahan, inovasi, ketangkasan) melalui pasca program M&E</i>
Self-realization	The main goal of our programs are to make sure that our participants can enjoy this level of impact. This is where the participants can create their own movements or initiatives that has proven social impact in their own communities. <i>Matlamat utama program kami adalah untuk memastikan peserta kami dapat menikmati tahap impak ini. Di sinilah para peserta boleh mencipta gerakan atau inisiatif mereka sendiri yang telah membuktikan impak sosial dalam komuniti mereka sendiri.</i>	- Dana Impact - Impact Youth - Akademi Impact	- Lead own movements - Proven creation of social impact through projects <i>Pimpin pergerakan sendiri</i> <i>Terbukti penciptaan impak sosial melalui projek</i>



Programs & Measurements

Program-program dan pengukuran

Akademi Impact

A week-long social impact incubator for young changemakers to learn how to ideate, manage and measure social impact projects.

Inkubator impak sosial selama seminggu untuk pembuat perubahan muda untuk belajar cara memikirkan, mengurus dan mengukur projek impak sosial.

Project Outcome & Analysis:

- 25 participants showcased increased level of understanding in any of the IMPACT Module.
- 3 participants organized their sharing session to 156 other people (socialize).
- In this week-long social impact incubator, Impact Malaysia facilitates new and helpful knowledge for young people who has dreams of creating their own initiatives by introducing them to the IMPACT module. The IMPACT module consists of Ideation, Management, Piloting, Acting, Counting and Telling stories tips and tricks for first-timers. Impact Malaysia also invites mentors relevant to the social impact scene to help share practical tools and advice for the participants of this incubator.
- This program is generally attended by students and young professionals, selected by Impact Malaysia. Applications received were from targeted marketing in universities and youth groups. There were conscious effort to ensure that participants from all regions of the country was represented.
- To ensure that participants are able to embody the knowledge learnt throughout the module, Impact Malaysia provides opportunities for the participants to apply for Dana Impact – a small grant of RM5000.00 for them to try out their program idea in a pilot stage. There were also incentives – Bengkel Skala – for participants to organize their own sharing sessions to their peers so that the former are able to 'socialize' the IMPACT modules learnt. Some participants were able to spread the word to 156 of their peers.
- Feedback: "...program ini sangat seronok dan saya dapat belajar banyak benda baharu dimana jika saya diberikan ruang dan peluang untuk mengikut mana mana program sosial, saya pasti akan mengaplikasikan ilmu,teori dan teknikal yang saya telah dapati dari Akademi Impact."
- 8 out of 8 sample participants said that the Akademi Impact has a positive impact in their knowledge on the subject matter and would like to apply the knowledge given the right opportunity and space to do it in the future.
- Lesson learnt: Impact Malaysia will communicate the after-programs incentives – Dana Impact and Bengkel Skala – better in order to improve the outcomes of this program.

- 25 peserta mempamerkan peningkatan tahap kefahaman dalam mana-mana Modul IMPACT.
- 3 peserta menganjurkan sesi perkongsian mereka kepada 156 orang lain (bersosial).
- Dalam inkubator impak sosial selama seminggu ini, Impact Malaysia memudahkan pengetahuan baharu dan berguna untuk golongan muda yang mempunyai impian untuk mencipta inisiatif mereka sendiri dengan memperkenalkan mereka kepada modul IMPACT. Modul IMPACT terdiri daripada Idea, Pengurusan, Perintis, Lakonan, Mengira dan Bercerita petua dan helah untuk pemas pertama. Impact Malaysia juga menjemput mentor yang berkaitan dengan adegan impak sosial untuk membantu berkongsi alat praktikal dan nasihat untuk peserta inkubator ini.
- Program ini biasanya dihadiri oleh pelajar dan profesional muda, yang dipilih oleh Impact Malaysia. Permohonan yang diterima adalah daripada pemasaran yang disasarkan di universiti dan kumpulan belia. Terdapat usaha sadar untuk memastikan peserta dari semua wilayah negara diwakili.
- Untuk memastikan peserta dapat menerapkan pengetahuan yang dipelajari sepanjang modul, Impact Malaysia memberi peluang kepada peserta untuk memohon Dana Impact – geran kecil RM5000.00 untuk mereka mencuba idea program mereka dalam peringkat perintis. Terdapat juga insentif – Bengkel Skala – untuk peserta menganjurkan sesi perkongsian mereka sendiri kepada rakan-rakan mereka supaya mereka dapat 'mensosialkan' modul IMPACT yang dipelajari. Beberapa peserta dapat menyebarkan berita kepada 156 rakan sebaya mereka.
- Maklum balas: "...program ini sangat seronok dan saya dapat belajar banyak benda baharu dimana jika saya diberi ruang dan peluang untuk mengikut mana mana program sosial, saya pasti akan mengaplikasikan ilmu,teori dan teknikal yang saya perolehi dari Akademi Impact."
- 8 daripada 8 sampel peserta mengatakan bahawa Akademi Impact memberi impak positif dalam pengetahuan mereka tentang perkara tersebut dan ingin mengaplikasikan ilmu yang diberi peluang dan ruang yang sesuai untuk melakukannya pada masa hadapan.
- Pelajaran yang dipelajari: Impact Malaysia akan menyampaikan insentif selepas program – Dana Impact dan Bengkel Skala – dengan lebih baik untuk menambah baik hasil program ini.

Inputs:

- 3 full time employees at ½ capacity doing module development, comms and coordination x 1 month x RM3,500: RM10,500
- 5 speakers honorarium x RM500: RM2,500

- 3 pekerja sepenuh masa dengan kapasiti ½ melakukan pembangunan modul, komunikasi dan penyelarasan x 1 bulan x RM3,500: RM10,500
- Honorarium 5 penceramah x RM500: RM2,500

Outputs:

- 25 participants x RM2,500 estimated value of incubator program = RM62,500

- 25 peserta x RM2,500 anggaran nilai program inkubator = RM62,500

Total input:

RM 13,000

Total Outcome:

RM 62,500

SROI Ratio:

1:5

Scope of SROI calculations:

- Data was analysed for a 1-week, online incubator program
- Estimated value of incubator program is based on RM500 saved from each participating youth organization on capacity-building, for all 6 IMPACT components.
- Data dianalisis untuk program inkubator dalam talian selama 1 minggu
- Anggaran nilai program inkubator adalah berdasarkan RM500 yang disimpan daripada setiap organisasi belia yang mengambil bahagian untuk membina kapasiti, untuk kesemua 6 komponen IMPACT.

Takeover

Workshops for young people to discuss socio-economic issues and ideate ways to solve issues in their communities.

Bengkel untuk golongan muda membincangkan isu sosio-ekonomi dan memikirkan cara untuk menyelesaikan isu dalam komuniti mereka.

Project Outcome & Analysis:

- Impact Malaysia held 6 ideation workshops and 9 thematic workshops. 6 ideation workshops are held with Katalis Johor, Kelab Belia Bukit Jati Klang, UPNM, PPR Lembah Subang, CIMB The Cooler Earth and Hogoh Anak Muda. 2 of the ideation workshops are physical, the rest are online. 7 thematic workshops are "Buat Resume Power", "Taktik Cari Kerja" and "Strategi Temuduga Berjaya" for youth unemployment, "Jiwa Kacau", "Anxiety & Depression 101" and 2 Psychological First Aid (PFA) workshops for mental health issue, and "Politik 101" and "Kaedah Borak Politik" for political participation – all held online.
- 500 participants attended the workshop in conjunction to CIMB Cooler Earth, 20 participants for Hogoh Anak Muda, and the rest of the workshops averages 30-40 participants per workshop.
- Participants for ideation workshops are generally students and young professionals, who signed up through social media, targeted outreach to youth organizations and partnerships with other organizations.
- Youths showed an appetite for a balanced workshop, of changemaking and fun activities – especially based on pop culture. They also showed a preference of issue-based pedagogy, and finds it interesting to identify community gaps and creating innovative solutions.
- Verbatim reviews:
- "So far so good..thumbs up!" Mohd Zairy Arifin (Takeover #BeliaBekerja)
- "Perlu dibanyakan lagi bengkel-bengkel sebegini untuk pendedahan & mengajak orang ramai membantu orang sekeliling" Nor Farahana Binti Nor Ruslan (Takeover – Psychological First Aid)
- Takeover needs to focus more youth at risk and youths in community, as they live in communities, and by empowering community changemakers – impact is scaled and of longer term.

- Impact Malaysia mengadakan 6 bengkel idea dan 9 bengkel tematik. 6 bengkel idea diadakan bersama Katalis Johor, Kelab Belia Bukit Jati Klang, UPNM, PPR Lembah Subang, CIMB The Cooler Earth dan Hogoh Anak Muda. 2 daripada bengkel idea adalah fizikal, selebihnya dalam talian. 7 bengkel tematik ialah "Buat Resume Power", "Taktik Cari Kerja" dan "Strategi Temuduga Berjaya" untuk pengangguran belia, "Jiwa Kacau", "Anxiety & Depression 101" dan 2 bengkel Psikologi Pertolongan Cemas (PFA) untuk isu kesihatan mental, dan "Politik 101" dan "Kaedah Borak Politik" untuk penyertaan politik – semuanya diadakan dalam talian.
- 500 peserta menghadiri bengkel sempena CIMB Cooler Earth, 20 peserta untuk Hogoh Anak Muda, dan baki bengkel purata 30-40 peserta setiap bengkel.
- Peserta untuk bengkel idea biasanya pelajar dan profesional muda, yang mendaftar melalui media sosial, menyasarkan jangkauan kepada organisasi belia dan perkongsian dengan organisasi lain.
- Belia menunjukkan selera untuk bengkel yang seimbang, membuat perubahan dan aktiviti yang menyeronokkan – terutamanya berdasarkan budaya pop. Mereka juga menunjukkan keutamaan pedagogi berasaskan isu, dan mendapati ia menarik untuk mengenal pasti jurang komuniti dan mencipta penyelesaian yang inovatif.
- ulasan verbatim:
- "Setakat ini bagus..thumbs up!" Mohd Zairy Arifin (Pengambilalihan #BeliaBekerja)
- "Perlu dibanyakan lagi bengkel-bengkel sebegini untuk pendedahan & mengajak orang ramai membantu orang sekeliling" Nor Farahana Binti Nor Ruslan (Takeover – Psychological First Aid)
- Pengambilalihan perlu menumpukan lebih ramai belia yang berisiko dan belia dalam komuniti kerana mereka hidup dalam komuniti, dan dengan memperkasakan pembuat perubahan komuniti – impak adalah berskala dan jangka panjang.

Inputs:

- 2 employees (½ per avg. salary) doing module development, comms and coordination, RM300 x 13 workshops
- Speaker tokens and coordination costs: Avg. RM600 x 10 workshops
- Hogoh Anak Muda costing: RM19,135

- 2 pekerja (½ setiap purata gaji) melakukan pembangunan modul, komunikasi dan penyelarasan, RM300 x 13 bengkel
- Token pembesar suara dan kos penyelarasan: Purata: RM600 x 10 bengkel
- Hogoh Anak Muda berharga: RM19,135

Outputs:

- 420 participants x RM200 value per workshop session attended: RM84,000
- 500 participants x RM200 value per workshop attended for CIMB Cooler Earth: RM100,000
- 20 participants x RM2,000 value per 3D2N workshop attended: RM40,000
- 420 peserta x RM200 nilai setiap sesi bengkel dihadiri: RM84,000
- 500 peserta x nilai RM200 setiap bengkel yang dihadiri untuk CIMB Cooler Earth: RM100,000
- 20 peserta x nilai RM2,000 setiap bengkel 3H2M yang dihadiri: RM40,000

Total input:

RM28,135

Total Outcome:

RM224,000

SROI Ratio:

1 : 8

Scope of SROI calculations:

- Data was analysed for workshop sessions, during workshop only.
- Estimated value of workshop is RM200, and stay in 3D2N workshop to be RM2,000 per pax
- Data dianalisis untuk sesi bengkel semasa bengkel sahaja.
- Anggaran nilai bengkel ialah RM200 dan tinggal di bengkel 3H2M menjadi RM2,000 setiap orang

Chillax Live

Forum series covering various socio-economic and youth development issues, featuring experts and youth figures.

Siri forum merangkumi pelbagai isu sosio-ekonomi dan pembangunan belia, menampilkan pakar dan tokoh belia.

Project Outcome & Analysis:

- In 2021, all Chillax Live are online. For the first 4 programs, it was done pre-recorded and broadcasted live on social media. We found out that engagements are very low and this might be attributed to no interactions made for pre-recorded programs – so we shifted to closed forums on Zoom with guaranteed interactions with panelists. This approach shown higher numbers in registrations and participation, but comparatively low at <40 participants per forum. Thus, through the feedbacks we get from participants, we will change the strategies for 2022 to physical events with committed participation and interactions.
- Topics: “The New Normal” featuring Ben Farhan and various correspondents, “The One Who Serves” and “Dakwah Berimpak Tinggi” with Alkhaadem Foundation, “Ramadan Di Jerman” with Nadiyah May, “Kerja-Yeah” with Kalpana Ragunadan, Faris Lokman and Aina Fariha, “Mental Survival” with Mimie Rahman (Minda Kami), Teoh Rhu Yie (Thrive Well) and Dr Hazli Zakaria (Psychiatrist), “Macam Mana Nak Tolong?” with Fatiha Shuib (1 Moment For Them), Cindy Chew (Thrive Well) and Dr. Amer Siddiq (Psychiatrist), and “Politik Orang Muda” with Dr. Norhafiza Mohd Hed (Political Analyst from UPSI) and Mukmin Nantang (Borneo Komrad).
- Participants are generally students and young professionals, who attended the sessions with interest to learn new things and interact with the panelists. Participants came from open social media calls, in which the approach will be refined to strategic partnerships with institutions and physical events in order to boost attendance and scale impact.
- Through engagements and surveys, Chillax’s viewers and participants appreciated the program as a safe space and a platform for youths to voice their opinions. This may be due to our selection of young speakers, approachable topic, and moderators maintaining a relaxed, fun and atmosphere encouraging freedom of speech.

- Pada tahun 2021, semua Chillax Live berada dalam talian. Bagi 4 program pertama, ia dilakukan secara pra-rakam dan disiarkan secara langsung di media sosial. Kami mendapati bahawa penglibatan adalah sangat rendah dan ini mungkin dikaitkan dengan tiada interaksi yang dibuat untuk program prarakaman – jadi kami beralih ke forum tertutup di Zoom dengan interaksi terjamin dengan ahli panel. Pendekatan ini menunjukkan bilangan yang lebih tinggi dalam pendaftaran dan penyertaan, tetapi secara perbandingan rendah pada <40 peserta setiap forum. Oleh itu, melalui maklum balas yang kami peroleh daripada peserta, kami akan menukar strategi untuk 2022 kepada acara fizikal dengan penyertaan dan interaksi yang komited.
- Topik: “The New Normal” menampilkan Ben Farhan dan pelbagai wartawan, “The One Who Serves” dan “Dakwah Berimpak Tinggi” dengan Yayasan Alkhaadem, “Ramadan Di Jerman” dengan Nadiyah May, “Kerja-Yeah” dengan Kalpana Ragunadan, Faris Lokman dan Aina Fariha, “Mental Survival” bersama Mimie Rahman (Minda Kami), Teoh Rhu Yie (Thrive Well) dan Dr Hazli Zakaria (Pakar Psikiatri), “Macam Mana Nak Tolong?” dengan Fatiha Shuib (1 Momen Untuk Mereka), Cindy Chew (Thrive Well) dan Dr Amer Siddiq (Psychiatrist) dan “Politik Orang Muda” bersama Dr Norhafiza Mohd Hed (Penganalisis Politik dari UPSI) dan Mukmin Nantang (Borneo Komrad).
- Peserta umumnya adalah pelajar dan profesional muda, yang menghadiri sesi dengan penuh minat untuk mempelajari perkara baharu dan berinteraksi dengan ahli panel. Peserta datang daripada panggilan media sosial terbuka, di mana pendekatan akan diperhalusi kepada perkongsian strategik dengan institusi dan acara fizikal untuk meningkatkan kehadiran dan kesan skala.
- Melalui penglibatan dan tinjauan, penonton dan peserta Chillax menghargai program itu sebagai ruang selamat dan platform untuk belia menyuarakan pendapat mereka. Ini mungkin disebabkan pemilihan penceramah muda topik yang mudah didekati dan moderator kami mengekalkan suasana yang santai, menyeronokkan dan menggalakkan kebebasan bersuara.

Inputs:

- 1 staffs at ½ capacity at RM500 x 9 programs
- Speaker tokens and production cost at RM1,000 x 9 programs
- 1 kakitangan pada kapasiti ½ pada RM500 x 9 program
- Token pembesar suara dan kos pengeluaran pada RM1,000 x 9 program

Outputs:

- 240 participants x RM50 avg. estimated value of a forum event = RM12,000
- 240 peserta x RM50 purata. anggaran nilai acara forum = RM12,000

Total input:

RM 13,500

Total Outcome:

RM 12,000

SROI Ratio:

1:0:8

Scope of SROI calculations:

- Data was collected during the forum sessions only.
- Estimated value of forum is RM50 per forum event.
- Data dikumpul semasa sesi forum sahaja.
- Anggaran nilai forum ialah RM50 setiap acara forum.

Impact Youth

An active youth collective, running various social impact projects in communities throughout Malaysia. Impact Malaysia supports Impact Youth through various capacity-building opportunities, funds, mentorship, programs and amplifying platforms.

Kolektif belia yang aktif, menjalankan pelbagai projek impak sosial dalam komuniti di seluruh Malaysia. Impact Malaysia menyokong Impact Youth melalui pelbagai peluang membina kapasiti, dana, bimbingan, program dan platform pengukuhan.

Project Outcome & Analysis:

- Impact Youth was activated around July 2021 to extend help to people financially affected by lockdowns and in need of aid. 14 changemakers formed 14 clubs with 280 collective volunteers, averaging 20 volunteers per club – to help activate ITH Vaksin to assist people to access vaccination, distribute Kotak Rezeki (RM100 worth of assistance) to 1,306 households and register 81 people on MySejahtera. The efforts were active until September 2021 as MCO was loosened. Many of the clubs later subsided due to other commitments and low interest retention. As per January 2022, only 6 clubs are active and pending activation by Impact Malaysia.
- In November 2021, one more Impact Youth branch is created in Bilut, Pahang, following up the interest gathered during Hogoh Anak Muda. The branch gathered 30 changemakers, who attended strategy training and later kickstarted their first activity with a community activation and cleanup in Dec 2021, funded by Impact Malaysia. They continued weekly cleanups and is currently refining their program strategies.
- Impact Youth leaders are generally youths who are active in their own communities, some already started their own collectives and some are affiliated with Majlis Belia Malaysia and alumnis of KBS flagship programs i.e Parlimen Belia and MyCorps. They joined Impact Youth with the intention to volunteer and be active in communities, and got the call through social media, KBS and affiliated partner organizations.
- Through our FGDs and surveys, Impact Youth has an appetite for volunteering, doing something good with the community and participate in community leaderships. A lot of them has program ideas, but in need to be refined to be impactful in terms of depth, scale and length of the program. Some of them likes to be in a collective, but does not have concrete strategies and capacities on how to go forward, as well as in need of capacity-building on leadership and management. These insights are valuable for us to refine the structure of Impact Youth in 2022.

- Impact Youth telah diaktifkan sekitar Julai 2021 untuk menghulurkan bantuan kepada orang yang terjejas dari segi kewangan akibat penutupan dan memerlukan bantuan. 14 pembuat perubahan membentuk 14 kelab dengan 280 sukarelawan kolektif, dengan purata 20 sukarelawan setiap kelab – untuk membantu mengaktifkan ITH Vaksin bagi membantu orang ramai mengakses vaksinasi, mengagihkan Kotak Rezeki (bantuan bernilai RM100) kepada 1,306 isi rumah dan mendaftar 81 orang di MySejahtera. Usaha itu aktif sehingga September 2021 apabila PKP dilonggarkan. Banyak kelab kemudiannya reda kerana komitmen lain dan pengekaln minat yang rendah. Sehingga Januari 2022, hanya 6 kelab yang aktif dan menunggu pengaktifan oleh Impact Malaysia.
- Pada November 2021, satu lagi cawangan Belia Impak diwujudkan di Bilut, Pahang, susulan minat yang dikumpulkan semasa Hogoh Anak Muda. Cawangan itu mengumpulkan 30 pembuat perubahan, yang menghadiri latihan strategi dan kemudian memulakan aktiviti pertama mereka dengan pengaktifan dan pembersihan komuniti pada Dis 2021 yang dibiayai oleh Impact Malaysia. Mereka meneruskan pembersihan mingguan dan sedang memperhalusi strategi program mereka.
- Pemimpin Belia Impak umumnya adalah belia yang aktif dalam komuniti mereka sendiri, ada yang sudah memulakan kolektif mereka sendiri dan ada yang bergabung dengan Majlis Belia Malaysia dan alumni program perdana KBS iaitu Parlimen Belia dan MyCorps. Mereka menyertai Impact Youth dengan niat untuk menjadi sukarelawan dan aktif dalam komuniti, dan mendapat panggilan melalui media sosial, KBS dan organisasi rakan sekutu.
- Melalui FGD dan tinjauan kami, Impact Youth mempunyai keinginan untuk menjadi sukarelawan, melakukan sesuatu yang baik dengan masyarakat dan mengambil bahagian dalam kepimpinan komuniti. Banyak daripada mereka mempunyai idea program, tetapi perlu diperhalusi untuk memberi kesan dari segi kedalaman, skala dan panjang program. Sesetengah daripada mereka suka berada dalam satu kolektif, tetapi tidak mempunyai strategi dan kapasiti konkrit tentang cara untuk maju, serta memerlukan pembinaan kapasiti dalam kepimpinan dan pengurusan. Cerapan ini berharga untuk kami memperhalusi struktur Belia Impak pada tahun 2022.

Inputs:

- 3 staffs at ½ capacity, RM300 x 6 months: RM1,800
- Vaccine registration: RM0.00
- ITH activation: RM120.00
- Kotak Rezeki: RM130,915.04
- IY fund for IY Bilut: RM2,500
- 3 kakitangan pada kapasiti ½, RM300 x 6 bulan: RM1,800
- Pendaftaran vaksin: RM0.00
- Pengaktifan ITH: RM120.00
- Kotak Rezeki: RM130,915.04
- Dana IY untuk IY Bilut: RM2,500

Outputs:

- 310 youths x RM100 estimated activation value: RM31,000
- 14 clubs reached out to 187 beneficiaries for ITH Vaksin, and registered 81 people on MySejahtera, with approximate value of RM10 per head x 268: RM2,680
- Kotak Rezeki: Cost of Kotak Rezeki (RM100 x 1,306 beneficiaries) + approx. work value of RM1,000 x 14 clubs (RM14,000)
- Clean-up and community engagement activities with value of RM30 per head x 180 pax: RM5,400
- 310 belia x RM100 anggaran nilai pengaktifan: RM31,000
- 14 kelab menghubungi 187 penerima untuk ITH Vaksin, dan mendaftarkan 81 orang di MySejahtera, dengan nilai anggaran RM10 sekepala x 268: RM2,680
- Kotak Rezeki: Kos Kotak Rezeki (RM100 x 1,306 penerima) + lebih kurang, nilai kerja RM1,000 x 14 kelab (RM14,000)
- Aktiviti pembersihan dan penglibatan komuniti dengan nilai RM30 sekepala x 180 pax: RM5,400

Total input:

Total Input:
• Youths: RM4,420
• Direct Beneficiaries: RM131,035.05

Total Outcome:

• Youths: RM31,000
• Direct Beneficiaries: RM152,680

SROI Ratio:

• Youths: 1 : 7
• Direct Beneficiaries: 1 : 1.17

Scope of SROI calculations:

- Data collection is only during stated program duration.
- Estimated values are derived from surveys and interactions with Impact Youth members.
- Pengumpulan data hanya dalam tempoh program yang dinyatakan.
- Anggaran nilai diperolehi daripada tinjauan dan interaksi dengan ahli Belia Impak

Dana Impact

Micro-fund of RM5,000 per project for changemakers who wants to pilot their social impact project idea, or in need to scale.

Dana mikro sebanyak RM5,000 setiap projek untuk pembuat perubahan yang ingin merintis idea projek impak sosial mereka atau memerlukan skala.

Project Outcome & Analysis:

- In 2021, we did not plan to launch Dana Impact due to prospective lockdowns and difficulties on M&E with movement control. Nevertheless, due to the issues arised during lockdown and engagements with collectives / projects with COVID-ready ideas, as well as our Hogoh Anak Muda Demo Day program - we disseminated the funds to 3 organizations: iCube, Rakan Tutor and SEMAI.
- RM1,000 was given to iCube to fund their annual CIPTA accelerator, which empowered 50 young startups to pilot innovative social enterprise ideas.
- RM5,000 was given to Rakan Tutor, a volunteer-driven online tutoring program for the underprivileged. The funds resulted to 749 volunteer tutor sign ups - which resulted to 250 verified tutors tutoring 250 underprivileged tutees, and 10,000 volunteer hours committed. 250 tutees came from 50 schools from all over Malaysia.
- RM5,000 was given to SEMAI, who won the Takeover Demo Day during Hogoh Anak Muda program. The amount is to empower 40 OA households to produce their own vegetables for self-sufficiency and income increment through aquaculture and hydroponics, as well as culturalizing sustainable agriculture.
- Many of the young changemakers are young professionals and students. For 2021, more than half of the changemakers involved are students of overseas learning institutions. Others were young professionals and graduates of MyCorps. As we did not open the grant opportunity to the public this time, all of the projects came from direct selection and Hogoh Anak Muda's Demo Day.
- Due to movement control restrictions, we improvised our M&E methodology on outcome-based measurements to be more reliant on changemakers' own input. Nevertheless, the best way forward still includes data collection from beneficiaries and a physical site visit, alongside the aforementioned M&E input from changemakers.

- Pada tahun 2021, kami tidak bercadang untuk melancarkan Dana Impact kerana kemungkinan sekatan dan kesukaran pada M&E dengan kawalan pergerakan. Namun begitu, disebabkan isu yang timbul semasa penutupan dan penglibatan dengan kolektif / projek dengan idea sedia COVID, serta program Hari Demo Hogoh Anak Muda kami - kami menyebarkan dana kepada 3 organisasi: iCube, Rakan Tutor dan SEMAI.
- RM1,000 diberikan kepada iCube untuk membiayai pemecut CIPTA tahunan mereka, yang memperkasakan 50 syarikat permulaan muda untuk merintis idea perusahaan sosial yang inovatif.
- RM5,000 telah diberikan kepada Rakan Tutor, program bimbingan dalam talian yang didorong oleh sukarelawan untuk golongan kurang berkemampuan. Dana tersebut menghasilkan 749 pendaftaran tutor sukarela - yang menghasilkan 250 tutor yang disahkan mengajar 250 tute yang kurang bernasib baik, dan 10,000 jam sukarelawan komited. 250 tutee datang dari 50 sekolah dari seluruh Malaysia.
- RM5,000 telah diberikan kepada SEMAI, yang memenangi Hari Demo Pengambilalihan semasa program Hogoh Anak Muda. Jumlah itu adalah untuk memperkasakan 40 isi rumah OA untuk mengeluarkan sayur-sayuran mereka sendiri untuk sara diri dan peningkatan pendapatan melalui akuakultur dan hidroponik, serta membudayakan pertanian lestari.
- Kebanyakan pembuat perubahan muda adalah profesional dan pelajar muda. Untuk 2021 lebih separuh daripada pembuat perubahan yang terlibat adalah pelajar institusi pembelajaran luar negara. Yang lain adalah profesional muda dan graduan MyCorps. Memandangkan kami tidak membuka peluang geran kepada orang ramai pada kali ini, semua projek datang daripada pemilihan terus dan Hari Demo Hogoh Anak Muda.
- Disebabkan oleh sekatan kawalan pergerakan, kami telah menambah baik metodologi M&E kami pada pengukuran berasaskan hasil agar lebih bergantung pada input pembuat perubahan sendiri. Namun begitu, cara terbaik ke hadapan masih termasuk pengumpulan data daripada benefisiari dan lawatan tapak fizikal, di samping input M&E yang disebutkan di atas daripada pembuat perubahan.

Inputs:

- 2 staffs members at ¾ capacity, RM500 x 3 x 4 months: RM6,000
- Funds given: 2(RM5,000) + 1(RM1,000): RM11,000.00
- 2 orang kakitangan pada kapasiti ¾, RM500 x 3 x 4 bulan: RM6,000
- Dana diberi: 2(RM5,000) + 1(RM1,000): RM11,000.00

Outputs:

- Youths: (65 young changemakers empowered x RM100 estimated activation value) + (260 youth volunteers involved x RM50 estimated activation value)
- Beneficiaries: (250 underprivileged tutees x RM300 value of tutoring for 3 month) + (40 OA households x RM150 estimated vegetable value x 6 M&E months)
- Belia: (65 pembuat perubahan muda diberi kuasa x RM100 anggaran nilai pengaktifan) + (260 sukarelawan belia terlibat x RM50 anggaran nilai pengaktifan)
- Penerima: (250 pelajar yang kurang bernasib baik x RM300 nilai tunjuk ajar selama 3 bulan) + (40 isi rumah OA x RM150 anggaran nilai sayur x 6 bulan M&E)

Total input:

RM 24,000

Total Outcome:

- Youth: RM19,500
- Beneficiaries: RM111,000

SROI Ratio:

- Youth: 1 : 3.25
- Beneficiaries: 1 : 1.1

Scope of SROI calculations:

- Data collection is only during stated program duration.
- Estimated values are derived from surveys, M&E reports, existing researches and interactions with Dana Impact grantees.
- Pengumpulan data hanya dalam tempoh program yang dinyatakan.
- Anggaran nilai diperoleh daripada tinjauan, laporan M&E, penyelidikan sedia ada dan interaksi dengan penerima Dana Impact

Impact Tolong Hantar (ITH)

Fund to aid deliveries and transportation for various humanitarian needs, for youths changemakers, communities and NGOs.

Dana untuk membantu penghantaran dan pengangkutan untuk pelbagai keperluan kemanusiaan, untuk pembuat perubahan belia, komuniti dan NGO.

Project Outcome & Analysis:

- In 2021, we opened 3 rounds of ITH. The first one, ITH 2.0, is from January to April 2021; ITH Vaksin is from July to September 2021 and ITH Banjir opened on 23 December 2021.
- ITH 2.0 benefited 4,074 beneficiaries from 26 deliveries; ITH Vaksin transported 117 people to PPVs; while ITH Banjir transported 130 volunteers, and helped with the cleanup of 45 homes by providing backhoes and roro bins.
- ITH 2.0 delivered less number of services compared to the first ITH as it happened when there are a lot of uncertainties on the movement control order and NGOs are in need of delivery services to help beneficiaries. ITH Vaksin delivered meaningful impact with good feedback from users, especially by older clients whom children are away from hometown and did not have transportation to go to PPVs. ITH Banjir showed a trend that boats, roro bins and backhoes are prioritized during flood aid and post-flood aid, compared to usual transportation means.
- 90% of ITH 2.0's clients are returning NGOs which engaged us in 2020, and their beneficiaries are mostly for frontliners, PPEs and people affected by flood in January 2021. ITH Vaksin engaged the public through Impact Youth, and some registered through social media. ITH Banjir engaged a new batch of NGO through social media, in which almost 60% are independent youth volunteer collectives, and are humanitarian in nature.
- In the future, ITH will be Impact Malaysia's only mean of humanitarian support, as it proves that helping changemakers can be more impactful than direct service. Nevertheless, it will be customized depending on humanitarian needs and situations, as demonstrated by ITH Vaksin and ITH Banjir.

- Pada tahun 2021, kami membuka 3 pusingan ITH. Yang pertama, ITH 2.0, adalah dari Januari hingga April 2021; ITH Vaksin bermula dari Julai hingga September 2021 dan ITH Banjir dibuka pada 23 Disember 2021.
- ITH 2.0 memanfaatkan 4.074 penerima daripada 26 penghantaran; ITH Vaksin mengangkut 117 orang ke PPV; manakala ITH Banjir mengangkut 130 sukarelawan, dan membantu pembersihan 45 rumah dengan menyediakan backhoe dan tong roro.
- ITH 2.0 menyampaikan kurang bilangan perkhidmatan berbanding ITH pertama kerana ia berlaku apabila terdapat banyak ketidaktentuan mengenai perintah kawalan pergerakan dan NGO memerlukan perkhidmatan penghantaran untuk membantu penerima. ITH Vaksin memberikan impak yang bermakna dengan maklum balas yang baik daripada pengguna, terutamanya oleh pelanggan yang lebih tua yang kanak-kanak berada jauh dari kampung halaman dan tidak mempunyai pengangkutan untuk pergi ke PPV. ITH Banjir menunjukkan trend bahawa bot, tong roro dan backhoe diutamakan semasa bantuan banjir dan bantuan pasca banjir, berbanding pengangkutan biasa.
- 90% daripada pelanggan ITH 2.0 adalah NGO yang kembali yang melibatkan kami pada tahun 2020, dan penerima mereka kebanyakannya adalah untuk petugas barisan hadapan, PPE dan orang yang terjejas akibat banjir pada Januari 2021. ITH Vaksin melibatkan orang ramai melalui Impact Youth, dan ada yang mendaftar melalui media sosial. ITH Banjir melibatkan kumpulan NGO baharu melalui media sosial, di mana hampir 60% adalah kolektif sukarelawan belia bebas, dan bersifat kemanusiaan.
- Pada masa hadapan, ITH akan menjadi satu-satunya kaedah sokongan kemanusiaan Impact Malaysia, kerana ia membuktikan bahawa membantu pembuat perubahan boleh lebih memberi kesan daripada perkhidmatan langsung. Namun begitu, ia akan disesuaikan bergantung pada keperluan dan situasi kemanusiaan, seperti yang ditunjukkan oleh ITH Vaksin dan ITH Banjir.

Inputs:

- 2 staff members at ¼ capacity, RM300 x 2 staffs x avg. 6 months: RM3,600
- ITH 2.0 delivery: RM4,652.15
- ITH Vaksin delivery: RM6,193.31
- ITH Banjir: Approx. RM26,000 until 31 Dec 2021.
- 2 kakitangan pada kapasiti ¼, RM300 x 2 kakitangan x purata. 6 bulan: RM3,600
- Penghantaran ITH 2.0: RM4,652.15
- Penghantaran Vaksin ITH: RM6,193.31
- ITH Banjir: Lebih kurang, RM26,000 sehingga 31 Dis 2021.

Outputs:

- Coordination value: RM3,600
- ITH 2.0: 1,664 beneficiaries from 26 deliveries
- ITH Vaksin: 117 people transported to PPV
- ITH Banjir: Transported 130 volunteers and helped with cleanup of 45 homes.
- Nilai koordinasi: RM3,600
- ITH 2.0: 1,664 penerima daripada 26 penghantaran
- ITH Vaksin: 117 orang diangkut ke PPV
- ITH Banjir: Mengangkut 130 sukarelawan dan membantu pembersihan 45 rumah.

Total input:

RM40,445.46

Total Outcome:

RM40,445.46

SROI Ratio:

1:1

Scope of SROI calculations:

- Data collection is only during stated program duration.
- As this program is assisting direct service, ratio of input and outcome is the same.
- Pengumpulan data hanya dalam tempoh program yang dinyatakan.
- Memandangkan program ini membantu perkhidmatan langsung, nisbah input dan hasil adalah sama.

Sinar Solar

A program to empower youth changemakers to give solar energy access to rural indigenous households, in collaboration with social entrepreneurs, as well as training indigenous communities to self-maintain the solar units. In 2021, Sinar Solar benefited 16 households in KOA Bukit Telaga, Raub.

Satu program untuk memperkasakan pembuat perubahan belia untuk memberikan akses tenaga solar kepada isi rumah orang asli luar bandar, dengan kerjasama usahawan sosial serta melatih komuniti orang asli untuk mengekalkan sendiri unit solar. Pada 2021, Sinar Solar memberi manfaat kepada 16 isi rumah di KOA Bukit Telaga, Raub.

Project Outcome & Analysis:

- This project has benefited 55 OA from 16 households, and activated 16 youth changemakers.
- KOA Bukit Telaga is chosen due to its close proximity to the grid, but lacking access to electricity. This may due to the village's relatively small size and difficult terrains. Impact Malaysia engaged changemakers from Impact Youth Bilut and youths from Kampung Pamah Kulat, Raub, to volunteer to install solar home systems and teach OA communities on how to maintain the solar units. They attended a training prior the installation by Suncrox Solar, a social enterprise - and installed solar tech for 4 light bulbs and 2 charging points each house, for 16 households in 1 day. Impact Malaysia also contributed a freezer to be placed in Batin's house for the community to co-utilize, and an extra set for the village's common area.
- With the installation of solar home systems, OA households save an average of RM150 of gasoline for generator sets, in which they use for emergency power supply and to charge their phones. This is an average savings of 40% of their monthly income, consisting of selling bananas, working part-time in durian farms, and forest products.
- From post-program survey, changemakers find that they gained technical skills in electrical installation and are inspired to scale the technology in other non-electrified areas. Youths from Kampung Pamah Kulat especially found the interaction with OA villagers and the experience of training OA households on solar maintenance useful and inspiring for their next social impact venture.

- Projek ini telah memanfaatkan 55 OA daripada 16 isi rumah, dan mengaktifkan 16 pembuat perubahan belia.
- KOA Bukit Telaga dipilih kerana berdekatan dengan grid, tetapi kekurangan bekalan elektrik. Ini mungkin disebabkan oleh saiz kampung yang agak kecil dan bentuk muka bumi yang sukar. Impact Malaysia melibatkan pembuat perubahan daripada Impact Youth Bilut dan belia dari Kampung Pamah Kulat, Raub, untuk secara sukarela memasang sistem rumah solar dan mengajar komuniti OA tentang cara menyelenggara unit solar. Mereka telah menghadiri latihan sebelum pemasangan oleh Suncrox Solar, sebuah perusahaan sosial - dan memasang teknologi solar untuk 4 mentol lampu dan 2 titik pengecasan setiap rumah, untuk 16 isi rumah dalam 1 hari. Impact Malaysia turut menyumbang peti sejuk untuk diletakkan di rumah Batin untuk kegunaan bersama masyarakat, dan satu set tambahan untuk kawasan bersama kampung.
- Dengan pemasangan sistem rumah solar, isi rumah OA menjimatkan purata petrol sebanyak RM150 untuk set penjana, yang mereka gunakan untuk bekalan kuasa kecemasan dan mengecas telefon mereka. Ini adalah purata penjimatan sebanyak 40% daripada pendapatan bulanan mereka, terdiri daripada menjual pisang, bekerja sambilan di ladang durian, dan hasil hutan.
- Daripada tinjauan pasca program, pembuat perubahan mendapati bahawa mereka memperoleh kemahiran teknikal dalam pemasangan elektrik dan diilhamkan untuk meningkatkan teknologi di kawasan lain yang tidak mempunyai bekalan elektrik. Belia dari Kampung Pamah Kulat terutamanya mendapati interaksi dengan penduduk kampung OA dan pengalaman melatih isi rumah OA mengenai penyelenggaraan solar berguna dan memberi inspirasi untuk usaha impak sosial mereka seterusnya.

Inputs:

- 10 staffs at 1/3 capacity, for 1 month RM200 x 10
- Program budget: RM25,699.00
- Solar Home System: RM26,000
 - 4 kakitangan pada kapasiti 1/3 untuk 1 bulan RM200 x 10
 - Bajet program: RM25,699.00
 - Sistem Rumah Suria: RM26,000

Outputs:

- OA beneficiaries savings from generator fuels: RM150 x 36 months avg. survival of solar sets x 16 households: RM86,400
- (Avg. estimated value of offroad volunteering experience RM300 + Avg. estimated value of solar technology training RM300) x 16 youths: RM9,600
 - Penjimatan penerima OA daripada bahan api penjana: RM150 x 36 bulan purata. survival set solar x 16 isi rumah: RM86,400
 - (Purata anggaran nilai pengalaman sukarelawan luar jalan RM300 + Purata nilai anggaran latihan teknologi solar RM300) x 16 belia: RM9,600

Total input:

RM 53,699

Total Outcome:

RM 96,000

SROI Ratio:

1 : 1.8

Scope of SROI calculations:

- Data collection timeline based on program duration of 1 month. As per January 2022, we are at 20% of M&E duration.
- Value of impact data based on household surveys conducted to all 16 households and avg. estimation of capacity-building and volunteering costs.
- Garis masa pengumpulan data berdasarkan tempoh program selama 1 bulan. Sehingga Januari 2022, kami berada pada 20% daripada tempoh M&E
- Nilai data impak berdasarkan tinjauan isi rumah yang dijalankan kepada semua 16 isi rumah dan purata. anggaran kos pembinaan kapasiti dan sukarela.

Cabaran Impact

To activate youths during lockdown, Impact Malaysia held 4 online contests to gauge youths' ideas on cost-efficient food baskets and usage of food basket items for struggling households. The challenge is created mainly to activate youth ideas and to improve Impact Malaysia's social media engagement.

Untuk mengaktifkan belia semasa berkurung, Impact Malaysia mengadakan 4 peraduan dalam talian untuk mengukur idea belia tentang bakul makanan yang menjimatkan kos dan penggunaan barangan bakul makanan untuk isi rumah yang bergelut. Cabaran ini diwujudkan terutamanya untuk mengaktifkan idea belia dan menambah baik penglibatan media sosial Impact Malaysia.

Project Outcome & Analysis:

- Inspired by Syed Azmi Alhabshi's idea to gauge the most cost-efficient food basket ideas and to activate youth during lockdown, we organized 4 online contests for youths to send their ideas on video / audio format.
- Cabaran Bakul Makanan recorded 57 entries; Cabaran Resipi Bajet Telur recorded 6 entries; Cabaran Resipi Bajet Vegetarian and Cabaran Resipi Bajet Ayam recorded 2 entries each.
- All of the participants joined through Impact Malaysia's Instagram account, and varied from students, non-students, young parents and young professionals. We observed that number of entries fall drastically after movement control order eases up, and after the hype of the first contest died down. We also observe the same participants from last year's Kita Cakna quiz turned up to join Cabaran Impact - which strengthens the argument that anything held on our social media may risk similar echo chamber. This also proves that contests holds a small appetite amongst Impact Malaysia's followers and people we've engaged.
- For Cabaran Bakul Makanan, Chan Pxui Ting who won the first prize managed to give a value-for-money food basket shopping list for 1-week consumption, costing only RM27.34; while second prize winner Suraya Binti Ramly gave a shopping list costing only RM46.20. Their ideas are forwarded to relevant charitable organizations doing food aid, aiming to help charitable organizations give food basket assistance in a more cost-effective manner.
- Cabaran Impact had been a good youth development activity during lockdown, but due to the echo chamber issue and low appetite amongst youths on such programs, Impact Malaysia will cease to organize such contests in the near future.

- Diilhamkan oleh idea Syed Azmi Alhabshi untuk mengukur idea bakul makanan yang paling menjimatkan kos dan untuk mengaktifkan belia semasa penutupan, kami menganjurkan 4 peraduan dalam talian untuk belia menghantar idea mereka dalam format video / audio.
- Cabaran Bakul Makanan mencatatkan 57 penyertaan; Cabaran Resipi Bajet Telur mencatatkan 6 penyertaan; Cabaran Resipi Bajet Vegetarian dan Cabaran Resipi Bajet Ayam masing-masing mencatatkan 2 penyertaan.
- Semua peserta menyertai melalui akaun Instagram Impact Malaysia, dan berbeza daripada pelajar, bukan pelajar, ibu bapa muda dan profesional muda. Kami memerhatikan bahawa bilangan penyertaan menurun secara drastik selepas perintah kawalan pergerakan berkurangan, dan selepas gambar-gembur peraduan pertama reda. Kami juga memerhatikan peserta yang sama dari kuiz Kita Cakna tahun lepas hadir untuk menyertai Cabaran Impact - yang menguatkan hujah bahawa apa-apa yang diadakan di media sosial kami mungkin berisiko terhadap ruang gema yang serupa. Ini juga membuktikan bahawa peraduan mempunyai selera kecil di kalangan pengikut Impact Malaysia dan orang yang kami libatkan.
- Bagi Cabaran Bakul Makanan, Chan Pxui Ting yang memenangi hadiah pertama berjaya memberikan senarai beli-belah bakul makanan bernilai untuk wang untuk penggunaan 1 minggu, berharga RM27.34 sahaja; manakala pemenang tempat kedua Suraya Binti Ramly memberikan senarai beli-belah berharga RM46.20 sahaja. Idea mereka dimajukan kepada organisasi amal yang berkaitan yang melakukan bantuan makanan, bertujuan untuk membantu organisasi amal memberikan bantuan bakul makanan dengan cara yang lebih menjimatkan kos.
- Cabaran Impact merupakan aktiviti pembangunan belia yang baik semasa berkurung, tetapi disebabkan isu ruang gema dan kurang selera belia terhadap program sebegini, Impact Malaysia akan berhenti menganjurkan peraduan sedemikian dalam masa terdekat.

Inputs:

- 2 staff members at 1/3 capacity, RM300 x 2 x 2 months: RM1,200
- Cash prizes of RM200 x 2 winners x 4 contests: RM3,200
 - 2 kakitangan pada kapasiti 1/3 RM300 x 2 x 2 bulan: RM1,200
 - Hadiah wang tunai RM200 x 2 pemenang x 4 peraduan: RM3,200

Outputs:

66 entries x value of youth activation at RM30 per head
66 penyertaan x nilai pengaktifan belia pada RM30 setiap kepala

Total input:

RM 4,400

Total Outcome:

RM 1,980

SROI Ratio:

1 : 0.45

Scope of SROI calculations:

- Data collection is only during stated program duration.
- Estimated values of youth activation are derived from media values of contests of similar scale.
- Pengumpulan data hanya dalam tempoh program yang dinyatakan.
- Anggaran nilai pengaktifan belia diperoleh daripada nilai media peraduan skala yang sama.

“OK Ke?” Mental Health Program

A 3-months integrated program to build youths’ capacities in facing mental health issues, and strategic support for youths mentally affected by lockdowns.

Program bersepadu selama 3 bulan untuk membina kapasiti belia dalam menghadapi isu kesihatan mental, dan sokongan strategik untuk belia yang terjejas mental akibat sekatan.

Project Outcome & Analysis:

- Inspired by national lockdown’s major issue on mental health, and inspired by YB Deputy Minister, we started an integrated program on mental health called “OK Ke?” (OK). OK includes a 3-month social media campaign, 4 workshops under the Takeover flagship, 6 forums under Chillax and Picksum Talks flagships, 6 online socializing events “Lepak Lockdown”, 4 anonymous support groups on entrepreneurship, family and relationships, jobs and anxiety, and a counselling service subsidy for youths.
- Participants came exclusively from social media as OK was done during full lockdown. They are a balanced mixture of students and young professionals, and are mostly aware of mental health issues. All participants gave positive reviews of the program, with no indication of wanting to have further engagement, except for PFA workshops.
- The campaign recorded 637 registrations, but with only 255 attendance (avg. 40%). This may be due to digital fatigue seen in various patterns of previous online programming. Only 20 people used the funds for counselling subsidy, and 22 people attended group counselling, which is only 41.5% from total registration. This may signify that many youths does not choose counselling as a way to elevate mental health issues, or online counselling may not be a preferred method to seek counsel. Lepak Lockdown, our online socializing event also recorded a drop of attendance, from 68.6% on the first event to 28.57% on the sixth event – showing that youth may lose interest on online events after lockdown starts to ease up.
- Due to an increasing trend of mental health programs during the duration of OK and the small community of mental health practitioners, it is harder to secure a wide variety of trainers, speakers and service providers, while demand is high during lockdown. This shows a demand for more NGOs and organizations to focus on building capacities of mental health service providers post-pandemic.

- Diilhamkan oleh isu utama penutupan negara mengenai kesihatan mental, dan diilhamkan oleh YB Timbalan Menteri, kami memulakan program bersepadu mengenai kesihatan mental yang dipanggil “OK Ke?” (OKEY). OK termasuk kempen media sosial selama 3 bulan, 4 bengkel di bawah perdana Pengambilalihan, 6 forum di bawah perdana Chillax dan Picksum Talks, 6 acara sosial dalam talian “Lepak Lockdown”, 4 kumpulan sokongan tanpa nama mengenai keusahawanan, keluarga dan perhubungan, pekerjaan dan keseimbangan, dan subsidi perkhidmatan kaunseling untuk belia.
- Peserta datang secara eksklusif dari media sosial kerana OK telah dilakukan semasa penutupan penuh. Mereka adalah campuran seimbang pelajar dan profesional muda, dan kebanyakannya mengetahui isu kesihatan mental. Semua peserta memberikan ulasan positif terhadap program ini, tanpa tanda-tanda ingin mengadakan penglibatan lanjut kecuali bengkel PFA
- Kempen ini merekodkan 637 pendaftaran, tetapi hanya dengan 255 kehadiran (purata 40%). Ini mungkin disebabkan oleh kelesuan digital yang dilihat dalam pelbagai corak pengaturcaraan dalam talian sebelumnya. Hanya 20 orang menggunakan dana untuk subsidi kaunseling, dan 22 orang menghadiri kaunseling kelompok, iaitu hanya 41.5% daripada jumlah pendaftaran. Ini mungkin menandakan bahawa ramai belia tidak memilih kaunseling sebagai cara untuk meningkatkan isu kesihatan mental, atau kaunseling dalam talian mungkin bukan kaedah pilihan untuk mendapatkan nasihat. Lepak Lockdown, acara sosial dalam talian kami juga mencatat penurunan kehadiran, daripada 68.6% pada acara pertama kepada 28.57% pada acara keenam – menunjukkan bahawa belia mungkin kehilangan minat terhadap acara dalam talian selepas penutupan mula reda.
- Disebabkan trend program kesihatan mental yang semakin meningkat semasa tempoh OK dan komuniti kecil pengamal kesihatan mental, adalah lebih sukar untuk mendapatkan pelbagai jenis jurulatih, pembesar suara dan penyedia perkhidmatan, manakala permintaan adalah tinggi semasa penutupan. Ini menunjukkan permintaan untuk lebih banyak NGO dan organisasi memberi tumpuan kepada membina kapasiti penyedia perkhidmatan kesihatan mental selepas wabak.

Inputs:

- 5 staff members at ⅓ capacity, RM300 x 5 x 3 months
- Total budget utilized: RM25,000
- 5 orang kakitangan pada kapasiti ⅓ RM300 x 5 x 3 bulan
- Jumlah bajet yang digunakan: RM25,000

Outcomes:

- 255 participants x RM85 median program value
- 255 peserta x RM85 median nilai program

Total input:

RM 29,500

Total Outcome:

RM 21,675

SROI Ratio:

1 : 0.7

Scope of SROI calculations:

- Data collection is only during stated program duration.
- Estimated program values are of average values, from RM30 – RM200 per person. Median value is taken.
- Pengumpulan data hanya dalam tempoh program yang dinyatakan.
- Anggaran nilai program adalah daripada nilai purata, dari RM30 – RM200 seorang. Nilai median diambil.

Kata Dua

A series of 2 two-hour workshops and 1 live online talk show with experts designed for youth to increase their understanding about their political participation and civic engagement responsibilities.

Satu siri 2 bengkel dua jam dan 1 rancangan bual bicara dalam talian secara langsung dengan pakar yang direka untuk belia meningkatkan pemahaman mereka tentang penyertaan politik dan tanggungjawab penglibatan sivik mereka.

Project Outcome & Analysis:

- Kata Dua consists of 2 Takeover workshops, 1 Chillax forum and a series of 10 podcasts in collaboration with Rakita 107.9. Below are the titles and content of the workshop:
- Forum: “Politik Orang Muda”, 18 Dec 2021, 10am – 12pm. Panelists: Dr. Norhafiza Mohd Hed (political analyst), Mukmin Nantang (Borneo Komrad).
 - Workshop 1: “Politik 101”, 12 Dec 2021, 10am – 12pm, conducted by Architects of Diversity
 - Workshop 2: “Kaedah Sembang Politik”, 19 Dec 2021, 10am – 12pm, conducted by Architects of Diversity
 - Kata Dua podcast titles, in collaboration with Undi 18: “Ada Apa Dengan Undi?” with Charlene See (Senior Program Lead, Undi 18), “Kisah Undi” with Grace Chang (Researcher, Undi Sarawak), “Politik & Gincu” with Nadia Malyanah (Research Lead, Undi 18), “Undi Negaraku” with Tharma Pillai (Co-Founder, Undi 18), “Perubahan Iklim: Buat Apa Kisah?” with Puteri Aida Sakeena (Campaigner, MyHutan), “Pangkah Itu Kuasa” with Mahirah Marzuki (Co-Coordinator, Undi Sabah), “Politik Tua VS Politik Muda” with Thivyva (Project Lead, Undi Saksama), “Politik Ali, Muthu, Ah Seng dan...” with Adillah Zaki (Undi Sarawak), “Kisah Belia dan Tenaga” with Jauhari Zainuddin (Tenaga Belia) and “Rise of Senator Muda” with Mifzal Mohammed (Political Engagement Officer).

- Participation for workshop and forum is very low, but listeners of the podcast is quite high.
- There are only 5 participants for all workshops and forum, and all showed increase in understanding of their own political participation and civic engagement and took relevant action by spreading the word to their peers and practising what they learnt in their lives.
 - Participants are generally young professionals with a sense of apathy towards the current state of national politics. All of the signed up from social media, and shared that there is a need for such programs, but in-person.
 - In the workshops and public forum, participants gained a deeper understanding about their role as youth in nation building through politics. This includes practices such as conducting healthy discussions amongst people with different political views, lending their voice to minorities and the role of institutions and elected representatives in developmental issues concerning their community.
 - In order to improve the outcomes of the workshops and public forum, we aim to conduct physical workshops with measures to ensure lower participation drop-off rate between the registration numbers and those who actually attended the sessions. Similarly, we will offer curated incentives like Bengkel Skala for participants to practice what they learnt.

Kata Dua terdiri daripada 2 bengkel Pengambilalihan, 1 forum Chillax dan satu siri 10 podcast dengan kerjasama Rakita 107.9. Berikut adalah tajuk dan kandungan bengkel:

- Forum: “Politik Orang Muda”, 18 Dis 2021, 10am – 12pm. Panelis: Dr Norhafiza Mohd Hed (penganalisis politik), Mukmin Nantang (Borneo Komrad).
- Bengkel 1: “Politik 101”, 12 Dis 2021, 10 pagi – 12 tengah hari, dikendalikan oleh Arkitek Kepelbagaian
- Bengkel 2: “Kaedah Sembang Politik”, 19 Dis 2021, 10am – 12pm, dikendalikan oleh Arkitek Kepelbagaian
- Tajuk podcast Kata Dua, dengan kerjasama Undi 18: “Ada Apa Dengan Undi?” bersama Charlene See (Ketua Program Kanan, Undi 18), “Kisah Undi” bersama Grace Chang (Penyelidik, Undi Sarawak), “Politik & Gincu” bersama Nadia Malyanah (Ketua Penyelidikan, Undi 18), “Undi Negaraku” bersama Tharma Pillai (Pengasas Bersama, Undi 18), “Perubahan Iklim: Buat Apa Kisah?” bersama Puteri Aida Sakeena (Kempen, MyHutan), “Pangkah Itu Kuasa” bersama Mahirah Marzuki (Penyelaras Bersama, Undi Sabah), “Politik Tua VS Politik Muda” bersama Thivyva (Ketua Projek, Undi Saksama), “Politik Ali, Muthu, Ah Seng dan...” bersama Adillah Zaki (Undi Sarawak), “Kisah Belia dan Tenaga” bersama Jauhari Zainuddin (Tenaga Belia) dan “Kebangkitan Senator Muda” bersama Mifzal Mohammed (Pegawai Penglibatan Politik).

- Penyertaan untuk bengkel dan forum adalah sangat rendah, tetapi pendengar podcast agak tinggi.
- Terdapat hanya 5 peserta untuk semua bengkel dan forum, dan semuanya menunjukkan peningkatan dalam pemahaman tentang penyertaan politik dan penglibatan sivik mereka sendiri dan mengambil tindakan yang relevan dengan menyebarkan berita kepada rakan-rakan mereka dan mempraktikkan apa yang mereka pelajari dalam kehidupan mereka.
 - Peserta pada umumnya adalah profesional muda dengan rasa tidak ambil peduli terhadap keadaan semasa politik negara. Semua yang mendaftar dari media sosial, dan berkongsi bahawa terdapat keperluan untuk program sedemikian, tetapi secara peribadi.
 - Dalam bengkel dan forum awam, para peserta mendapat pemahaman yang lebih mendalam tentang peranan mereka sebagai belia dalam pembinaan negara melalui politik. Ini termasuk amalan seperti mengadakan perbincangan yang sihat di kalangan orang yang mempunyai pandangan politik yang berbeza, meminjamkan suara mereka kepada minoriti dan peranan institusi dan wakil rakyat dalam isu pembangunan berkaitan komuniti mereka.
 - Untuk menambah baik hasil bengkel dan forum awam, kami berhasrat untuk mengadakan bengkel fizikal dengan langkah-langkah untuk memastikan kadar penurunan penyertaan yang lebih rendah antara nombor pendaftaran dan mereka yang benar-benar menghadiri sesi. Begitu juga, kami akan menawarkan insentif terpilih seperti Bengkel Skala untuk peserta mempraktikkan apa yang mereka pelajari.

Inputs:

- 1 staffs at ⅓ capacity at RM500 x 3 programs
- Kata Dua Podcast costs: 4 staffs at ⅓ capacity at RM500 x 10 episodes
- Panelists for Chillax(RM500 x 2) + RM300 = RM1300
- Overall costs: RM 300 + RM 4000 + RM 1300 = RM 5600

- 1 kakitangan pada kapasiti ⅓ pada RM500 x 3 program
- Kos Podcast Kata Dua: 4 kakitangan pada kapasiti ⅓ pada RM500 x 10 episod
- Panelis untuk Chillax(RM500 x 2) + RM300 = RM1300
- Kos keseluruhan: RM 300 + RM 4000 + RM 1300 = RM 5600

Outcomes:

5 participants of participants x average estimated value of political knowledge learnt from classes, RM 250 = RM1250

5 peserta peserta x purata anggaran nilai ilmu politik yang dipelajari dari kelas, RM 250 = RM1250

Total input:

RM5600

Total Outcome:

RM1250

SROI Ratio:

1 : 0.45

Scope of SROI calculations:

- Data was analysed from participants feedback before and (up to 1 month)n after the session through personal messaging.
- Estimated value of the workshops and session, each led by experts in the field is RM250.

- Data dianalisis daripada maklum balas peserta sebelum dan (sehingga 1 bulan)n selepas sesi melalui pemesejan peribadi.
- Anggaran nilai bengkel dan sesi, setiap satu diketuai oleh pakar dalam bidang tersebut ialah RM250.

Way Forward

Mara Ke Hadapan

There is a pattern in terms of issues we faced in our work, and we will be employing the following approaches to deliver bigger and better impact in 2022.

These two years of movement restrictions were unique, where we honed our growth through various programming experiments and strengthened our ways of empowering youth changemakers through creative and COVID-ready methods.

We are excited on the prospect of 2022, of engaging with youth changemakers, innovating ways of empowering changemakers and conducting youth development programming, without being behind the computer screen.

Terdapat corak dari segi isu-isu yang kami kenal pasti dalam kerja kami, dan kami akan menggunakan pendekatan berikut untuk memberikan impak yang lebih besar dan lebih baik pada tahun 2022.

Sekatan pergerakan selama dua tahun ini adalah unik, di mana kami mengasah pertumbuhan kami melalui pelbagai eksperimen pengaturcaraan dan memperkukuh cara kami memperkasakan pembuat perubahan belia melalui kaedah kreatif dan sedia COVID.

Kami teruja dengan prospek 2022 melibatkan diri dengan pembuat perubahan belia, menginovasi cara memperkasakan pembuat perubahan dan menjalankan pengaturcaraan pembangunan belia, tanpa berada di belakang skrin komputer.

Issues



Low program participation rates

Kadar penyertaan program yang rendah

- Strategic collaborations with institutions and youth spaces to ensure more targeted impact and ready-participants.
- Employing outreach strategies to increase participants' willpower to attend programs, and the value of program participation to participants.

- *Kerjasama strategik dengan institusi dan ruang belia untuk memastikan kesan yang lebih disasarkan dan peserta sedia.*
- *Menggunakan strategi jangkauan untuk meningkatkan kemahuan peserta untuk menghadiri program, dan nilai penyertaan program kepada peserta.*



Low SROI for contests and advocacy campaigns

SROI rendah untuk peraduan dan kempen advokasi

- Cabaran Impact, Kita Cakna and online quizzes will be discontinued or done minimally, as patterns showed that long-term contests risks echo chamber and low SROI.
- Proactive measures on planning advocacy campaigns with strategic collaborations to ensure change is made.

- *Cabaran Impact, Kita Cakna dan kuiz dalam talian akan dihentikan atau dilakukan secara minimum, kerana corak menunjukkan bahawa peraduan jangka panjang berisiko kepada ruang gema dan SROI yang rendah.*
- *Langkah proaktif dalam merancang kempen advokasi dengan kerjasama strategik untuk memastikan perubahan dibuat.*



Streamlining M&E for all programs and impact project

Memperkasakan M&E untuk semua program dan projek impak

- Continuously improving M&E methodologies by refining SROI values, aligning to measurement frameworks such as GRI and GIIN and better data collection methods.
- To create a live documented guideline on best practices of M&E.

- *Memperbaiki metodologi M&E secara berterusan dengan memperhalusi nilai SROI, menyelaraskan kepada rangka kerja pengukuran seperti GRI dan GIIN dan kaedah pengumpulan data yang lebih baik.*
- *Untuk mencipta garis panduan yang didokumenkan secara langsung tentang amalan M&E terbaik.*

Issues



Sustainable engagements with youths

Penglibatan mampan dengan belia

Way Forward

- Strengthening Impact Youth and our programs operating procedures to ensure youths are constantly engaged and have meaningful networks with each other.

- *Memperkukuh Impak Belia dan prosedur operasi program kami untuk memastikan belia sentiasa terlibat dan mempunyai rangkaian yang bermakna antara satu sama lain.*



Increase the number of youths on "Apply" and "Self-Realization" impact categories

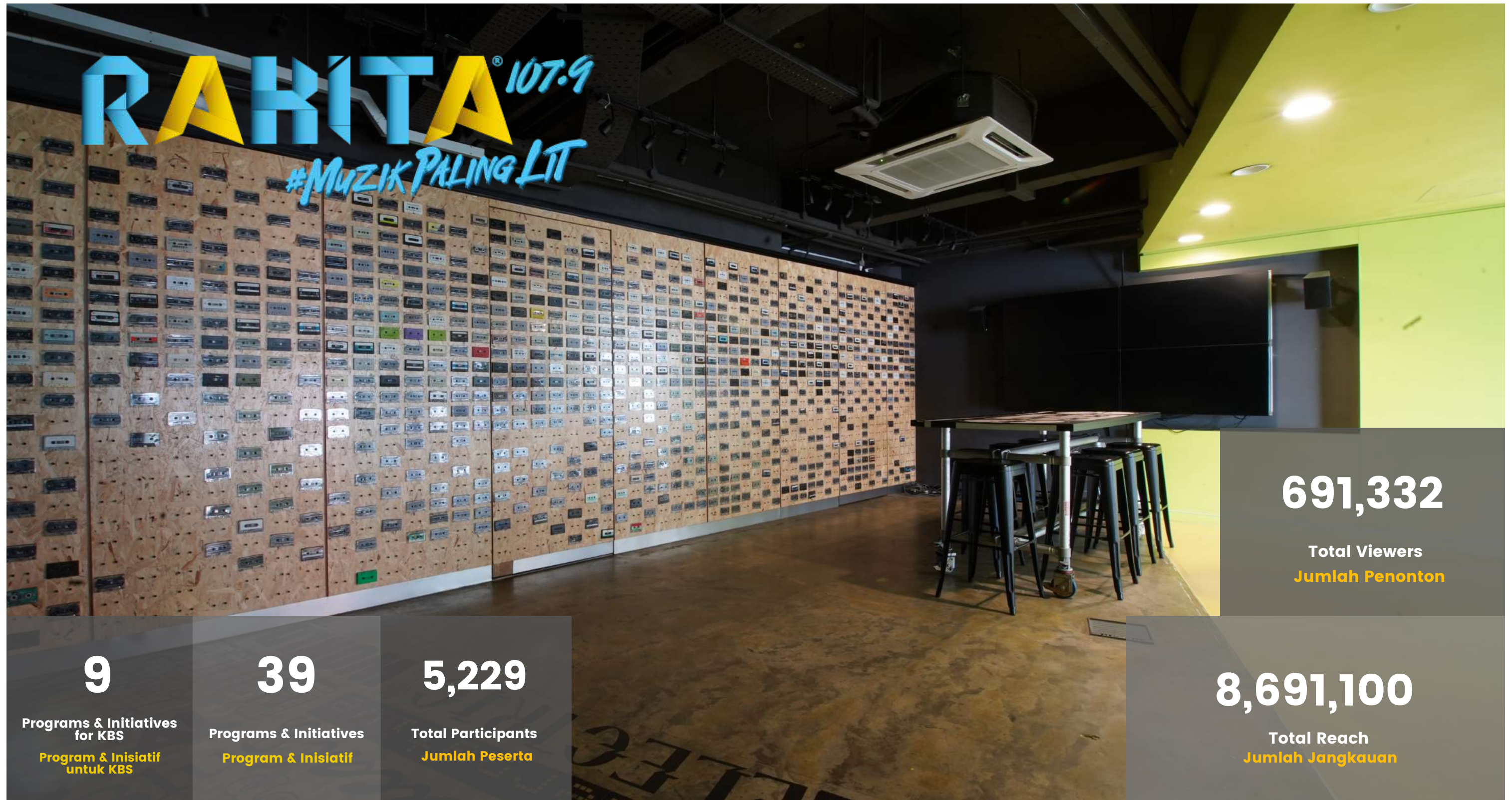
Tingkatkan bilangan belia pada kategori impak "Mohon" dan "Realisasi Kendiri"

- Refining program components and M&E in Akademi Impact to direct more youths to apply what they learn.
- Scale programs meant to empower youth leadership and action, such as Impact Youth and Dana Impact, through fundraising and partnerships for bigger resources.

- *Memperhalusi komponen program dan M&E dalam Akademi Impact untuk mengarahkan lebih ramai belia mengaplikasikan apa yang mereka pelajari.*

- *Program berskala bertujuan untuk memperkasakan kepimpinan dan tindakan belia, seperti Impact Youth dan Dana Impact, melalui pengumpulan dana dan perkongsian untuk sumber yang lebih besar.*





About Rakita

More than just a radio station, Rakita is a multiplatform infotainment media brand tailored specifically for the youth, targeting listeners between the ages of 15 and 34.

Rakita started broadcasting on the 8th of January 2019, and since then Rakita has developed and grown its 360 media platform in hopes of becoming the voice of underserved Malaysian youths by sharing their talents, thoughts, opinions, raising public awareness and enhancing their interests towards a progressive and positive lifestyle with a youth-centric delivery. Rakita broadcasts in Bahasa Malaysia and English.

About The Team

Rakita consists of multi-talented team players, ranging from content creators to strategic planners. They are not only radio-centric but they are also digitally savvy, understand the importance of governance and are skilled in audio and visual engineering. They work well in forming partnerships and creating campaigns that merge different communities together.

Tentang Pasukan Rakita

Rakita terdiri daripada ahli pasukan berbilang bakat daripada pencipta kandungan hingga perancang strategik. Kami bukan sahaja pakar dalam menerbitkan kandungan radio tetapi juga celik digital, memahami kepentingan tadbir urus dan mahir dalam kejuruteraan audio dan visual. Pasukan ini bekerjasama dengan baik dalam membentuk hubungan baik di samping mampu mencipta kempen yang menggabungkan komuniti yang berbeza.



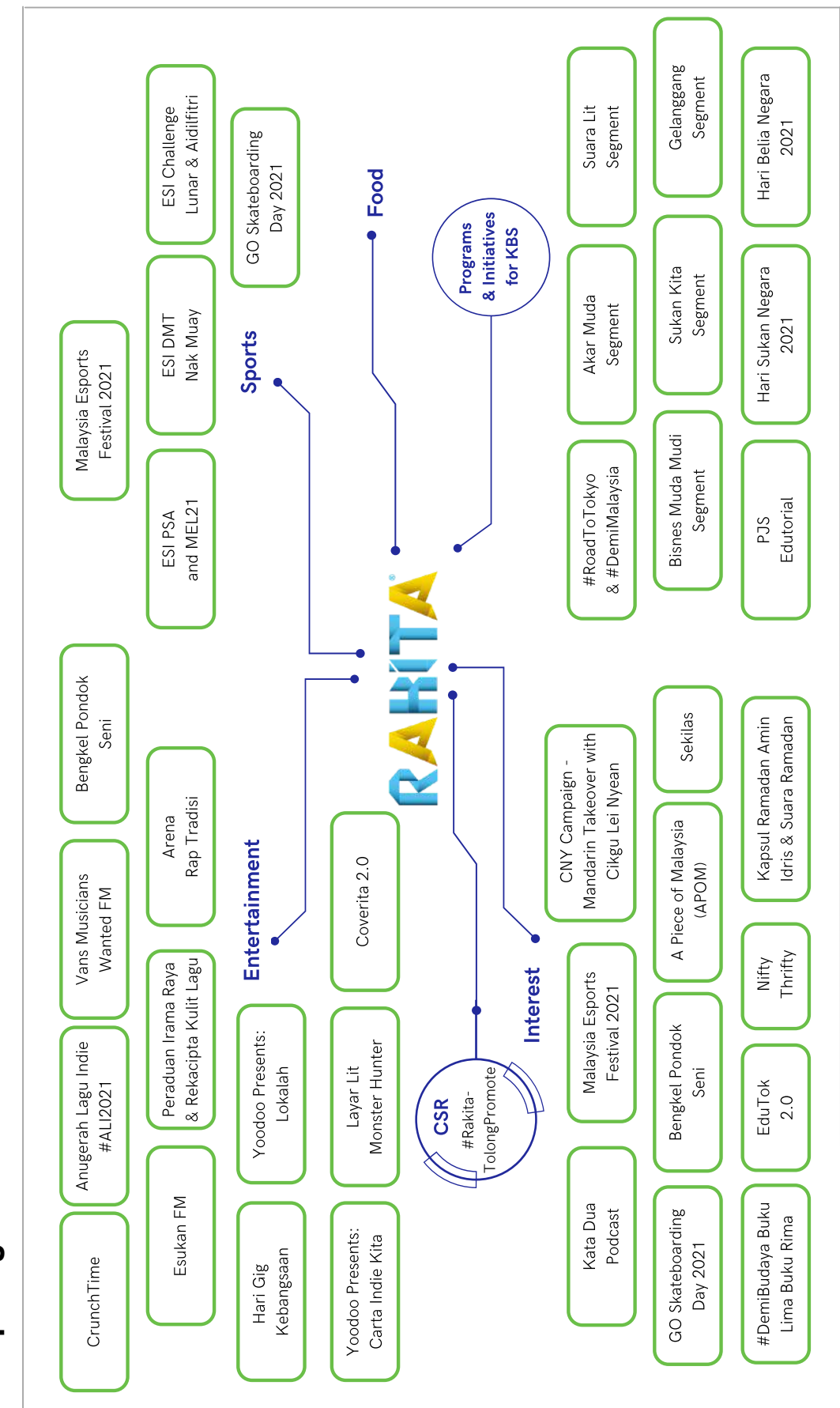
Tentang Rakita

Lebih daripada sekadar stesen radio, Rakita adalah sebuah jenama media infotainment pelbagai platform yang disesuaikan khusus untuk golongan muda, menasarkankan pendengar berumur antara 15 dan 34 tahun.

Rakita mula bersiaran pada 8 Januari 2019, dan sejak itu Rakita telah membangunkan dan mengembangkan 360 platform medianya dengan misi untuk menjadi suara golongan belia Malaysia yang kurang mendapat perhatian dengan berkongsi bakat, pemikiran, pendapat, meningkatkan kesedaran orang ramai dan meningkatkan minat mereka ke arah gaya hidup yang progresif dan positif dengan penyampaian yang mementingkan belia. Rakita bersiaran dalam Bahasa Malaysia dan Bahasa Inggeris.

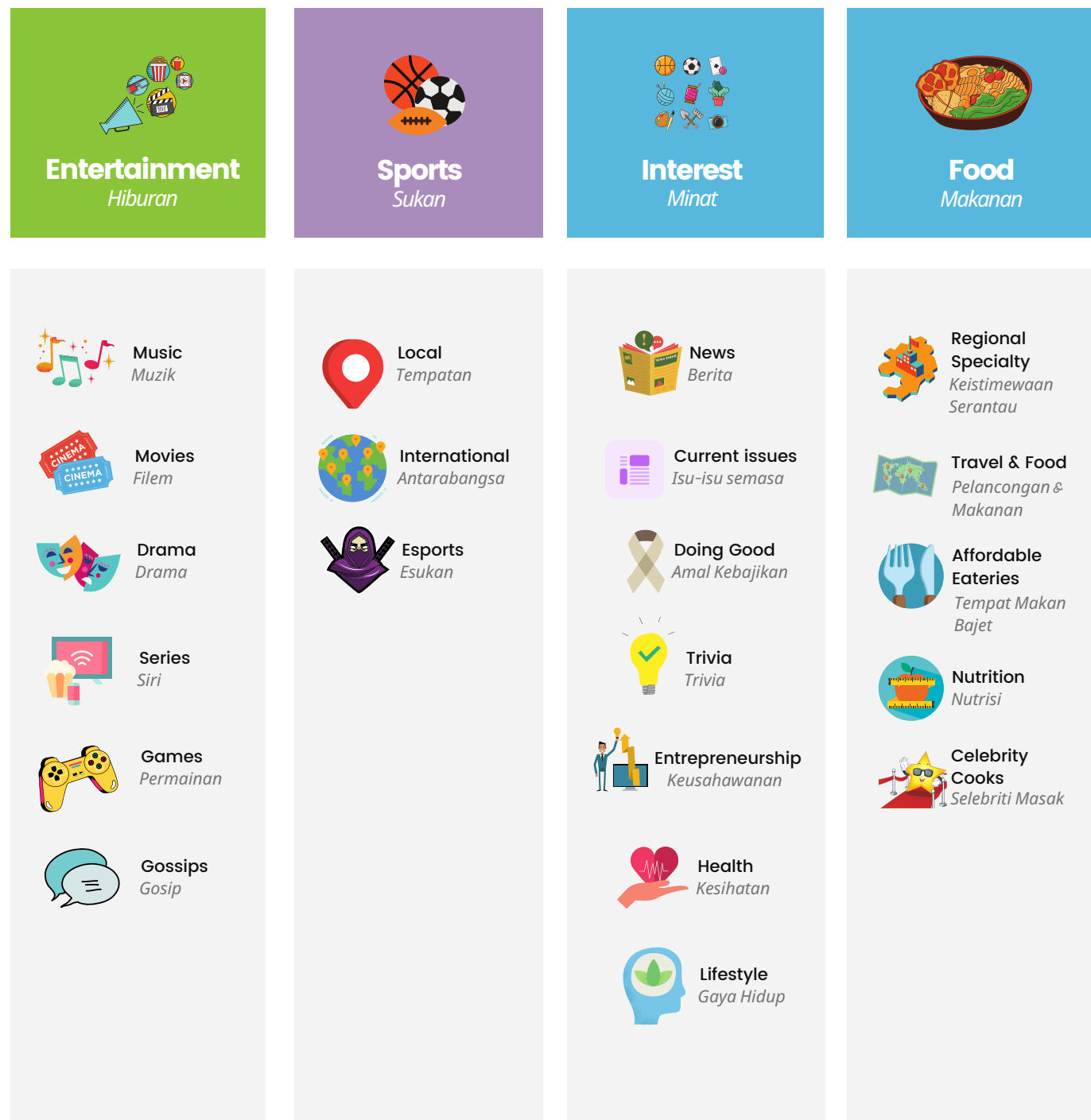


Recap Programs and Activities Rakita 2021



4 Pillars of Rakita

4Teras Rakita



2021 Rakita Key Highlights



Rakita 2021 Programs & Initiatives in Collaboration with The Ministry of Youth and Sports

Program & Inisiatif Rakita Bersama KBS Sepanjang 2021

As a content-focused media brand for youth, Rakita has also created and run several programs and initiatives specifically for the Ministry of Youth and Sports to help promote KBS initiatives. Among the programs that have been conducted include the categories of sports, youth inspiration, youth in entrepreneurship, and young leaders.

Sebagai sebuah jenama media yang berfokus kepada kandungan untuk belia, Rakita juga telah mencipta dan menjalankan beberapa buah program dan inisiatif khusus untuk Kementerian Belia dan Sukan bagi membantu mempromosikan inisiatif-inisiatif KBS. Antara program yang telah dijalankan meliputi kategori sukan, inspirasi belia, belia dalam keusahawanan, dan pemimpin muda.

Rakita #RoadToTokyo #DemiMalaysia

In conjunction with the Tokyo Olympics, Rakita supported the #RoadToTokyo campaign by providing highlights of team Malaysia on-air and on social media.

Bersempena dengan Sukan Olimpik Tokyo, Rakita menyokong kempen #RoadToTokyo dengan menyediakan sorotan pasukan Malaysia di radio dan di media sosial.



**Demi
malaysia**

952K
total reach

Akar Muda Segment

A brand new feature segment where the Ministry of Youth and Sports feature their various programs for the youths to attract youths to actively participate in them. Aired every Wednesday from 6 pm-7 pm on 107.9 FM and repeats on podcast rakita.my

Segmen serba baharu di mana Kementerian Belia dan Sukan memaparkan pelbagai program mereka untuk golongan belia dan dapat menarik minat belia untuk menyertainya secara aktif. Disiarkan setiap hari Rabu dari 6 petang-7 malam di 107.9 FM dan berulang di podcast rakita.my



27
episodes

305
podcast listeners

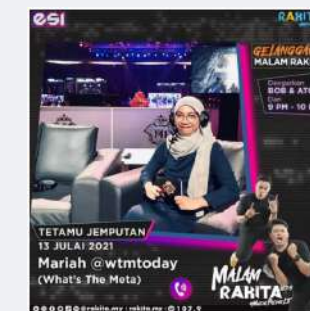
RM54K
Total Media Value

33.2K
total reach

Gelanggang Malam Rakita

Aired from 9 pm to 10 pm every weekday, Gelanggang Kita is a sports segment on Malam Rakita with daily updates on underserved local and international sports news, focusing on less traditionally popular sporting activities.

Disiarkan dari 9 malam hingga 10 malam setiap hari bekerja, Gelanggang Kita ialah segmen sukan di Malam Rakita dengan kemas kini harian mengenai berita sukan tempatan dan antarabangsa yang kurang mendapat perhatian, memfokuskan kepada aktiviti sukan yang kurang popular secara tradisional.



3
episodes

23
podcast listeners

RM6K
total media value

14.7K
total reach

Suara Lit Segment

Existing feature segment to highlight inspirational and success stories of young individuals. Aired every two weeks on Tuesdays and Thursdays from 8 am-10 am on 107.9 FM and repeats on podcast rakita.my

Segmen ciri sedia ada untuk mengetengahkan kisah inspirasi dan kejayaan individu muda. Disiarkan setiap dua minggu pada hari Selasa dan Khamis dari 8 pagi-10 pagi di 107.9 FM dan ulangan di podcast rakita.my



25

episodes

532

Podcast listeners

41.2K

total reach

RM50K

total media value

Sukan Kita

A sports segment on Petang Rakita with daily updates on popular international and local sports news. Aired from 4 pm to 5 pm every weekday.

Segmen sukan di Petang Rakita dengan kemas kini harian mengenai berita sukan antarabangsa dan tempatan yang popular. Bersiaran dari jam 4 petang hingga 5 petang setiap hari bekerja.

4

episodes

164

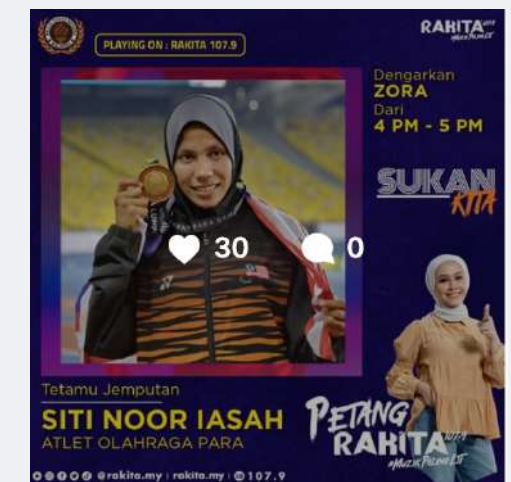
podcast listeners

15.3K

total reach

RM8K

total media value



PJS e-Tutorial

Rakita collaborated with the Malaysia Sports Commissioner's Office (PJS) and the Ministry of Youth and Sports to develop 3 E-tutorial Videos for local Sports Bodies to provide a tutorial on management matters such as AGM Management, MYKB and method to postpone AGM. The E-tutorial was circulated internally at a Ministry level.

3

episodes

RM13.5K

total media value

Rakita bekerjasama dengan Pejabat Pesuruhjaya Sukan Malaysia (PJS) dan Kementerian Belia dan Sukan untuk membangunkan 3 Video E-tutorial untuk Badan Sukan tempatan bagi menyediakan tutorial mengenai hal pengurusan seperti Pengurusan AGM, MYKB dan kaedah menangguhkan AGM. E-tutorial telah diedarkan secara dalaman di peringkat Kementerian.

Bisnes Muda Mudi Segment

A brand new feature segment where the Ministry of Youth and Sports shines the spotlight on young business owners to hear about their journey, inspiration and success stories, airs every Wednesday from 9 am on 107.9 FM and repeats on podcast rakita.my

Segmen ciri serba baharu di mana Kementerian Belia dan Sukan memberi tumpuan kepada pemilik perniagaan muda untuk mendengar tentang perjalanan, inspirasi dan kisah kejayaan mereka, disiarkan setiap hari Rabu dari 9 pagi di 107.9 FM dan diulang di podcast rakita.my

20
episodes277
Podcast listeners14.7K
total reachRM40K
total media value

Hari Sukan Negara 2021

In conjunction with the Tokyo Olympics, Rakita supported the celebration by highlighting the event with Live Liner, Zon Raktiviti and social media postings.

Sempena Sukan Olimpik Tokyo, Rakita menyokong sambutan itu dengan menentangkan acara itu dengan siaran Live Liner, Zon Raktiviti dan media sosial.

Hari Belia Negara 2021

To celebrate Hari Belia Negara 2021 and in line with a message to empower youths, Rakita celebrated with special programs such as Kapsul #DekadIniDekadAnda as well as special editions of Suara Lit, Akar Muda and Bisnes Muda Mudi.

Bagi meraikan Hari Belia Negara 2021 dan selaras dengan amanat memperkasakan belia, Rakita meraikan dengan program khas seperti Kapsul #DekadIniDekadAnda serta Suara Lit edisi khas, Akar Muda dan Bisnes Muda Mudi.

3
episodes20
capsulesRM16K
total media value34.7K
total reach

Rakita New Feature 2021

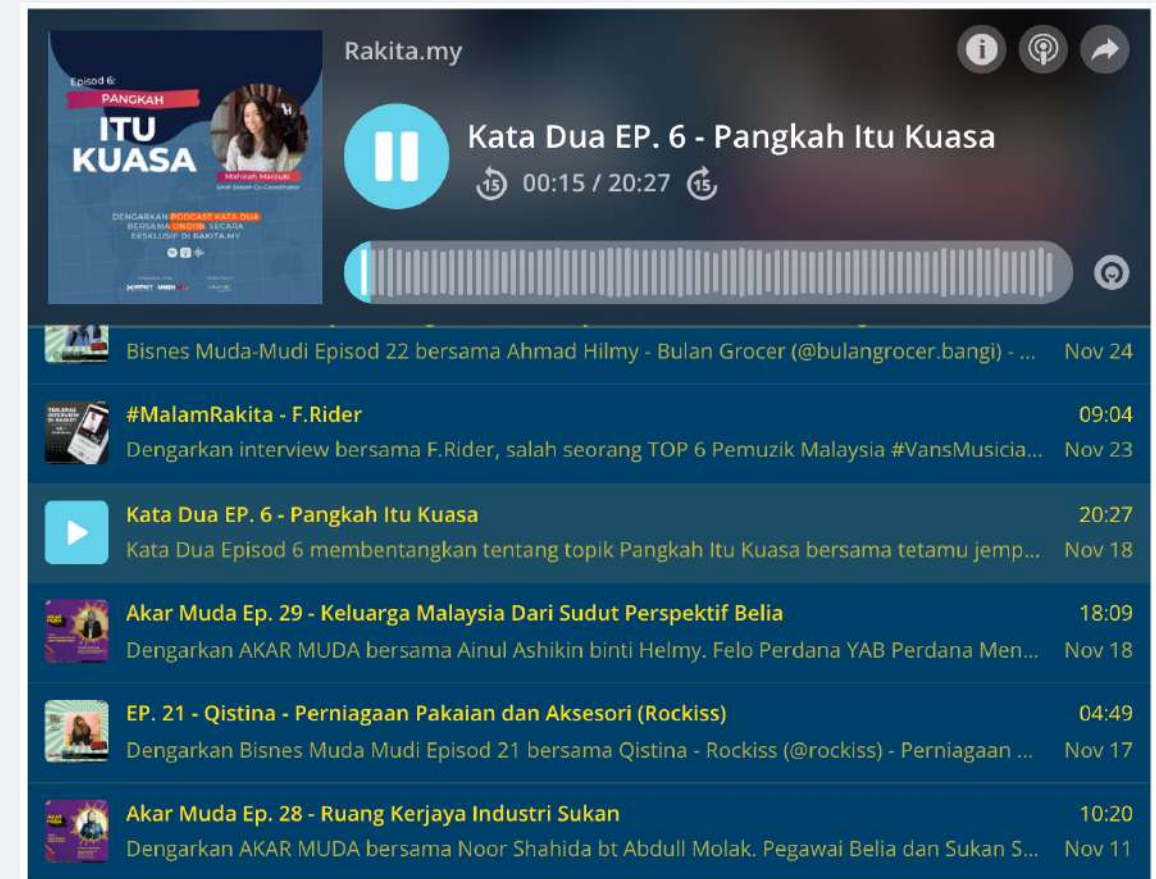
Ciri Terbaharu Rakita Pada 2021

In 2021, Rakita successfully launched the new feature Podcast Rakita where you can listen to a series of interview soundbytes with our invited guests at any time.

Pada tahun 2021 juga, Rakita telah berjaya melancarkan ciri fungsi terbaru iaitu Podcast Rakita di mana siri soundbytes temu bual bersama tetamu-tetamu undangan di Rakita dapat didengar pada bila-bila masa!



Podcast Rakita



Rakita 2021 Programs & Initiatives

Program & Inisiatif Rakita Sepanjang Tahun 2021

Apart from the programs and activities conducted for KBS, Rakita has also run a series of other programs and initiatives while still maintaining a content focus for youth.

Selain daripada program-program dan aktiviti yang dijalankan untuk KBS, Rakita juga telah menjalankan siri program dan inisiatif lain dengan masih mengekalkan fokus kandungan untuk belia.

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	No. of Entries Jumlah Penyertaan	Analytics Analitik	Total Media Value Jumlah Nilai Media
Vans Musicians Wanted FM	Rakita was the official radio station for Vans Musicians Wanted 2021 (VMWFM), which is a competition to give undiscovered and up-and-coming musicians the chance to share their musical genius with the world. In conjunction with this event, Rakita did a station takeover with VMWFM featuring the Top 100 and Live acoustic performance with Top 6 Malaysian Musicians. Rakita merupakan stesen radio rasmi untuk Pemuzik Vans Musicians Wanted 2021 (VMWFM), yang merupakan pertandingan untuk memberi peluang kepada pemuzik-pemuzik terpendam dan akan datang untuk berkongsi muzik mereka bersama dunia. Bersempena dengan acara ini, Rakita telah menyokong VMWFM menerusi 'radio takeover' yang menampilkan Top 100 dan persembahan akustik Live bersama Top 6 Pemuzik Malaysia.	Hashtag Media, Kamar Seni, Angkasa Event Space	546 songs	Total Reach / Impressions = 528.5K Engagements / Likes = 2,021 YT Views = 20.6K	RM 30,000
	  				

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Crunchtime	Crunchtime is a segment discussing and reviewing popular films and TV Shows. It is one of Rakita's most popular segment. Notable episodes include: - Crunchtime HBO GO The Witches - Crunchtime #KamiCintaDrama - Crunchtime Edisi Khas Movie Mayhem - Crunchtime Bingeathon Astro Best of Series. - Crunchtime Gossip Girls - Crunchtime sponsorship by HBO for Gossip Girls - Zhafvlog Take Over Crunchtime DC Fandome Crunchtime adalah sebuah segmen yang membincangkan dan merebui filem dan rancangan TV popular. Ia adalah salah satu daripada segmen paling popular di Rakita. Episod yang ketara termasuk: - Crunchtime HBO GO The Witches - Crunchtime #KamiCintaDrama - Crunchtime Edisi Khas Movie Mayhem - Crunchtime Bingeathon Astro Best of Series. - Crunchtime Gossip Girls - Tajaan Crunchtime oleh HBO untuk Gossip Girls - Zhafvlog Mengambil Alih Crunchtime DC Fandome	Sponsors & Partners: Astro/HBO/ Warner TV	6 episodes	Total Reach: 2.09M Total Youtube Views: 106.4K	RM 299.7K
	   				
EduTok 2.0 (15 FEB - 7 MAR 2021)	Educational videos presented in a short form video on Tik Tok with Sir Uzairi Taib, Sir Iqbal Ahyar and Cikgu Zack Kirana. These engaging tik toks cover subjects such as Mathematics, Science and BM, and targets students and young adults. Video pendidikan yang diterbitkan dalam bentuk video pendek di Tik Tok bersama Sir Uzairi Taib, Sir Iqbal Ahyar dan Cikgu Zack Kirana. Siri Tik tok yang menarik ini merangkumi mata pelajaran seperti Matematik, Sains dan BM, dan menyasarkan pelajar dan dewasa muda.		9 Episodes (3 eps/subject)	Total Reach: 112.2K	RM 13K
	 				

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
CNY Campaign - Mandarin takeover with Cikgu Lei Nyeen	"Mandarin Take Over Dengan Cikgu Lei Nyeen" is a campaign to celebrate Chinese New Year. The campaign had Rakita's brand ambassadors learn mandarin through online classes and TikTok videos. At the end of the campaign, the ambassadors were tested with an exam. Their process were documented on youtube and Tiktok. <i>"Mandarin Take Over Dengan Cikgu Lei Nyeen" ialah kempen bersempena dengan sambutan Tahun Baru Cina. Kempen tersebut memaparkan bagaimana duta jenama Rakita mempelajari Bahasa Mandarin melalui kelas dalam talian dan video TikTok. Pada akhir kempen, duta-duta telah diuji dengan peperiksaan. Proses mereka telah didokumenkan di youtube dan Tiktok.</i>	Teacher Lei Nyeen	2 Episodes on Youtube 4 Episodes on TikTok	Total Reach: 2.1K Total Youtube Views: 121	RM 16.3K
Anugerah Lagu Indie #ALI2021	The Indie Song Award 2021 is a strategic collaboration initiative from Hashtag Media Sdn. Bhd., Kamar Seni Studio, Angkasa Event Space, and Rakita 107.9 #MuzikPalingLit. This is the second season of the Indie Song Awards where last season, ALI2020 has already seen "Penawar - Margosa" appear as the champion in the finale of the first season. This year, ALI still maintains its mission as a talent search platform in the country's music industry such as songwriters, lyricists, musicians, and independent singers who are able to produce quality original songs. "Enge Port" - Arunboii has emerged as the #ALI2021 Champion and won the main prize of RM 7,000 in cash along with the ALI Champion Trophy. The song created by Black Yoda, as well as the lyricist and sung by Arunboii has managed to captivate the professional jurors with its original and quality rhythm. For full information on #ALI2021 please visit the official website of anugerahlaguindie.com	Media Mulia Sdn Bhd, Esports Integrated, Believe & TuneCore	757 songs	Total Songs Submitted: 757 Total Reach: 3.8M Total Views: 207.3K Engagements : 32.1K	



Programs/Initiatives Program/Inisiatif	Description Penerangan
Anugerah Lagu Indie #ALI2021	Anugerah Lagu Indie 2021 adalah sebuah inisiatif hasil kolaborasi strategik daripada Hashtag Media Sdn. Bhd., Kamar Seni Studio, Angkasa Event Space, dan Rakita 107.9 #MuzikPalingLit. Ini adalah musim kedua Anugerah Lagu Indie dijalankan di mana musim lalu, ALI2020 telah pun menyaksikan "Penawar - Margosa" tampil sebagai juara di acara finale musim pertama. Tahun ini, ALI masih lagi mengekalkan misinya sebagai platform pencarian bakat-bakat dalam industri muzik tanah air seperti penulis lagu, penulis lirik pemuzik, dan penyanyi bebas yang mampu menghasilkan lagu-lagu asli yang berkualiti. "Enge Port" - Arunboii telah tampil sebagai Juara #ALI2021 sekaligus berjaya menggondol hadiah utama iaitu wang tunai berjumlah RM 7,000 bersama-sama dengan Trofi Juara ALI. Lagu yang dicipta oleh Black Yoda, serta penulis lirik dan dinyanyikan oleh Arunboii ini telah berjaya menambat hati para juri profesional dengan iramanya yang asli dan berkualiti. Untuk maklumat penuh mengenai #ALI2021 sila layari anugerahlaguindie.com





Press Conference #ALI2021 @ Lanai Santai, Spacerubix.



#ALI2021 Judges Line-ups.



#ALI2021 Champion - Arunboii.



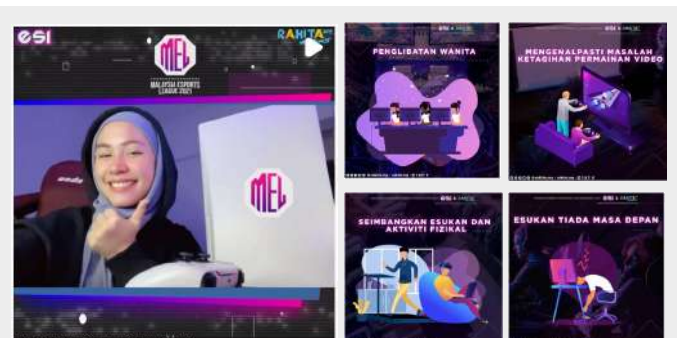
#ALI2021 Finale Hosts - (From left) Atoi, Aqilah, BIG, Zora, and Bob.

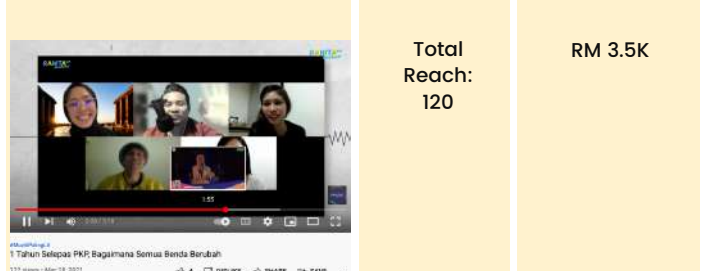
111	IMPACT INTEGRATED				
RAKITA 2021 PROGRAMS & INITIATIVES					
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	No. of entries Penyertaan	Analytics Analitik	Total Media Value Jumlah Nilai Media
Coverita 2.0 (15 Feb – 28 Feb 2021)	A special segment by Rakita's brand ambassador, Zora that features the best cover songs by the public. Segmen khas oleh duta jenama Rakita, Zora yang menampilkan lagu muka depan terbaik oleh orang ramai.	nil.	23 submissions	Total Reach: 3.7K	RM 10.1 K
 					
Layar Lit Monster Hunter	In partnership with Sony Pictures Entertainment, Rakita ran a movie promo contest, where winners won movie premiums. Dengan kerjasama Sony Pictures Entertainment, Rakita menjalankan peraduan promosi filem, di mana pemenang memenangi movie premiums.	Sony Pictures Entertainment	21 entries	Total Reach: 2.2K	RM 12.3 K
					
Strim Rakita dan Menang!	With the launch of the streaming feature on Rakita's new website, Rakita ran a contest that gave winners exclusive merchandise for correctly naming the current song history on the online streaming page. Bersempena dengan pelancaran ciri penstriman baharu di laman web Rakita, Rakita telah menganjurkan sebuah peraduan menamakan sejarah lagu semasa dengan betul dalam halaman penstriman atas talian tersebut. Pemenang telah menerima barangan eksklusif.	nil	Total listeners: 1,428 (Online only)	Total Reach: 6.4K	RM 1.5K
 					

ANNUAL REPORT 2021 LAPORAN TAHUNAN 2021					
PROGRAM & INISIATIF RAKITA 2021					
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
#RakitaTolongPromote	#RakitaTolongPromote is an initiative developed to help small local businesses by shinning the spotlight on their businesses on social media. In this edition, the initiative also include Foodbank campaigns, Save-a-venue and various other small local businesses. #RakitaTolongPromote merupakan inisiatif yang dibangunkan untuk membantu perniagaan kecil tempatan dengan menyerlahkan tumpuan perniagaan mereka di media sosial. Dalam edisi ini, inisiatif tersebut merangkumi kempen Foodbanks, Save-a-venue dan juga pelbagai perniagaan kecil tempatan yang lain.	nil	20 Small Businesses 4 Events	Total Reach: 4.1K	RM 12K
					
Hari Gig Kebangsaan (#HGK)	To celebrate the return of live shows, the local gig community created the first National Gig Day and organised more than 20 gigs all over Malaysia which were held on 10 & 11 April 2021. Rakita was selected as the official radio station for National Gig Day 2021. Untuk meraikan kembalinya rancangan secara langsung, komuniti gig tempatan mencipta Hari Gig Kebangsaan yang pertama dan telah menganjurkan lebih daripada 20 gig di seluruh Malaysia yang diadakan pada 10 & 11 April 2021. Rakita telah dipilih sebagai stesen radio rasmi untuk Hari Gig Kebangsaan 2021.	TapauTV, Angkasa Event Space, Kamar Seni, Alam Bunyian, Atas Angin, Malayroll, Rondivu, Music Addicts	23 Gigs	Total Reach: 8.6K	RM 12K
					

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	No. of entries Penyertaan	Analytics Analitik	Total Media Value Jumlah Nilai Media
Peraduan Irama Raya	Rakita held a contest where winning listeners were given Duit Raya in celebration of Hari Raya. Participants would have to name the correct song title and artist upon hearing Rakita's brand ambassadors singing the lyrics. Rakita mengadakan peraduan di mana pendengar yang menang diberikan Duit Raya sempena sambutan Hari Raya. Peserta perlu menamakan tajuk lagu dan artis yang betul apabila mendengar duta jenama Rakita menyanyikan lirik tersebut.	nil	125 entries (10 winners)	Total Reach: 11.2K	RM 9.5K
					
Kapsul Ramadan bersama Amin Idris	Daily capsules played on air and on social media, brought to you by Amin Idris to highlight the fadhilat of Ramadan. Kapsul harian yang dimainkan di radio dan di media sosial, dibawakan oleh Amin Idris untuk menyampaikan fadhilat Ramadan.	Amin Idris	20 Capsules	Total Reach: 5.2K	RM 2K
					

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Suara Ramadan	To celebrate Ramadan, Rakita created a special edition of Suara Lit featuring young talents sharing their knowledge and discussing the history and positive impact of Ramadan. Sempena menyambut bulan Ramadan, Rakita telah menerbitkan Suara Lit edisi khas yang menampilkan bakat muda berkongsi pengetahuan mereka dan membincangkan sejarah serta impak positif Ramadan.	Sirpuloh	4 episodes	Total Reach: 1.7K Podcast Listeners: 56	RM 4K
					
Yoodo Presents: Moreh Orang Muda 2021	Sharing Sessions and Acoustic Performances by Local Talents to celebrate Moreh during Ramadan. Local talents featured include Hael Husaini, Farisha Iris and Margosa. Sesi Perkongsian dan Persembahan Akustik oleh Bakat Tempatan untuk meraikan Moreh sepanjang Ramadan. Bakat tempatan yang diketengahkan termasuk Hael Husaini, Farisha Iris dan Margosa.	Yoodoo	1 Episode 66 Live Audience	Total Reach: 93.2K Youtube Views: 3.2K	RM 38K
					

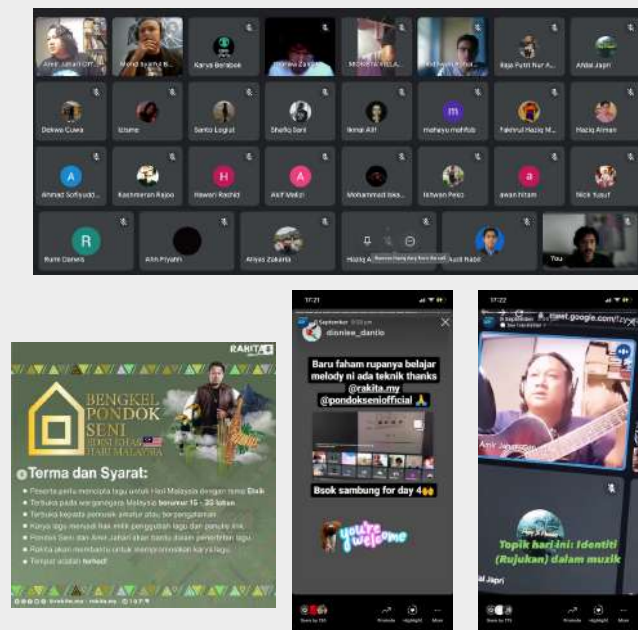
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Yoodo Presents: Carta Indie Kita	A weekly indie songs chart show featuring local indie songs, aiming to showcase and empower the indie community in Malaysia. The chart show is now brought to you by Yoodo. Rancangan carta lagu indie mingguan yang menampilkan lagu indie tempatan, bertujuan untuk memperkasakan komuniti indie di Malaysia. Rancangan ini dibawa kepada anda oleh Yoodo.	Yoodoo	29 Episodes (as of Oct 2021)	Total Reach: 331.1K	RM 48K
					
Yoodo Presents: Lokalah	A weekly songs chart show featuring Malaysia's english songs, aiming to showcase the local artist that sings english songs. The chart show is now brought to you by Yoodo Rancangan carta lagu mingguan yang memaparkan lagu-lagu Inggeris Malaysia, bertujuan untuk mempamerkan artis tempatan yang menyanyikan lagu-lagu Inggeris. Rancangan ini dibawa kepada anda oleh Yoodo.	Yoodoo	29 Episodes (as of Oct 2021)	Total Reach: 208.6K	RM 48K
					
ESI PSA and MEL 2021	Esports Integrated has launched the inaugural Malaysia Esports League 2021 (MEL21), a state and national level league with a prize pool of RM200,000. Rakita provided radio promos, interviews and social media postings. Esports Integrated telah melancarkan Liga Esports Malaysia 2021 (MEL21) sulung, liga peringkat negeri dan kebangsaan dengan kumpulan hadiah RM200,000. Rakita menyediakan promosi radio, wawancara dan siaran media sosial.	Esports Integrated (ESI)	10 PSAs	Total Reach: 11.5K	RM 35K
					

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Reka Cipta Kulit Lagu	In conjunction with Levi's Music Project Phase 2, Rakita partnered up with Levi's to giveaway 2 x RM250 Levi's Vouchers to the best design of a single cover. Bersempena dengan Levi's Music Project Fasa 2, Rakita bekerjasama dengan Levi's untuk memberikan 2 keping Baucar Levi's bernilai RM250 kepada pemenang desain reka cipta kulit lagu terbaik.	Levi's Malaysia	Total Entries: 38	Total Reach: 121K	RM 1.5K
					
Create Batman Day Card	To celebrate Batman Day on 18 September 2021, Rakita teamed up with Warner TV and Astro to run a contest where participants create their own version of a birthday card for Batman and win an exclusive Batman Tshirt, Tote Bag and Lazada Vouchers worth RM100. Untuk meraikan Hari Batman pada 18 September 2021, Rakita bekerjasama dengan Warner TV dan Astro untuk menjalankan peraduan di mana peserta mencipta kad hari lahir versi mereka sendiri untuk Batman dan memenangi t-shirt Batman eksklusif, tote bag dan baucar Lazada bernilai RM100.	Warner TV/ Astro	Total Entries: 40	Total Reach: 118.3K	RM 23.4K
					
PKP Anniversary Video - 18 March 2021	Rakita created an anniversary video reminiscing on the year-long journey of facing constant movement control orders. Rakita telah menerbitkan sebuah video ulang tahun yang mendeklamasikan perjalanan menghadapi tempoh perintah kawalan pergerakan.			Total Reach: 120	RM 3.5K
					

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
A Piece of Malaysia (APOM) (30 Aug - 3 Sept 2021)	A partnership with APOM to create a contest for Malaysian Lingo artwork where winners win APOM merchandise. Perkongsian dengan APOM untuk mencipta pertandingan untuk karya seni Lingo Malaysia di mana pemenang memenangi barangan APOM. 	APOM (A Piece of Malaysia)	Total Entries: 24	Total Reach: 46.3K	RM 8K
GO Skateboarding Day 2021 - Reka Corak Skateboard Deck	In conjunction with Go SKateboarding Day 2021, Rakita partnered with Vans Malaysia to celebrate the event with a special skateboard deck cover design contest. The winning designs were given Vans's clothing and shoes. Bersempena dengan Hari Go SKateboarding 2021, Rakita bekerjasama dengan Vans Malaysia untuk meraikan acara itu dengan peraduan reka bentuk penutup dek papan selaju khas. Reka bentuk yang menang diberikan pakaian dan kasut Vans. 	Vans Malaysia	Total Entries: 900+	Total Reach: 159.2K	RM 16.7K
National Camera Day Video	In celebration of National Camera Day, Rakita created an informative video about the history of cameras. Dalam sambutan Hari Kamera Kebangsaan, Rakita mencipta video bermaklumat tentang sejarah kamera. 		Total Views: 347		RM 3.5K

Programs/Initiatives Program/Inisiatif	Description Penerangan
Esukan.FM	Rakita and ESI had launched a new segment on Rakita named esukan.fm commencing 7 October 2021. Before the launch, Rakita and ESI are require to recruitment or get feedback from followers on the songs they listened every time before or during gaming. Rakita dan ESI telah melancarkan segmen baharu di Rakita bernama esukan.fm bermula 7 Oktober 2021. Sebelum pelancaran, Rakita dan ESI dikehendaki merekrut atau mendapatkan maklum balas daripada pengikut tentang lagu yang mereka dengar setiap kali sebelum atau semasa permainan.
Cari Bunyi	A contest on Rakita 107.9FM, offers cash prizes to callers who successfully guess a given sound. Sebuah peraduan di Rakita 107.9FM, menawarkan hadiah wang tunai kepada pemanggil yang berjaya meneka bunyi yang diberikan.
Pesta Indie Raya	In conjunction with Aidilfitri 2021 which was celebrated during the COVID-19 pandemic period, Rakita held the Indie Raya Festival to enliven the Hari Raya celebration at home that year. Sempena dengan Aidilfitri 2021 yang disambut dalam tempoh pandemik COVID-19, Rakita telah menjalankan Pesta Indie Raya bagi memeriahkan sambutan hari raya di rumah pada tahun tersebut.
Sekilas	A new feature on Rakita social media platform. A visual news article experience with the latest news on indie and esports. Satu ciri baharu pada platform media sosial Rakita. Pengalaman artikel berita visual dengan berita terkini tentang indie dan esports.

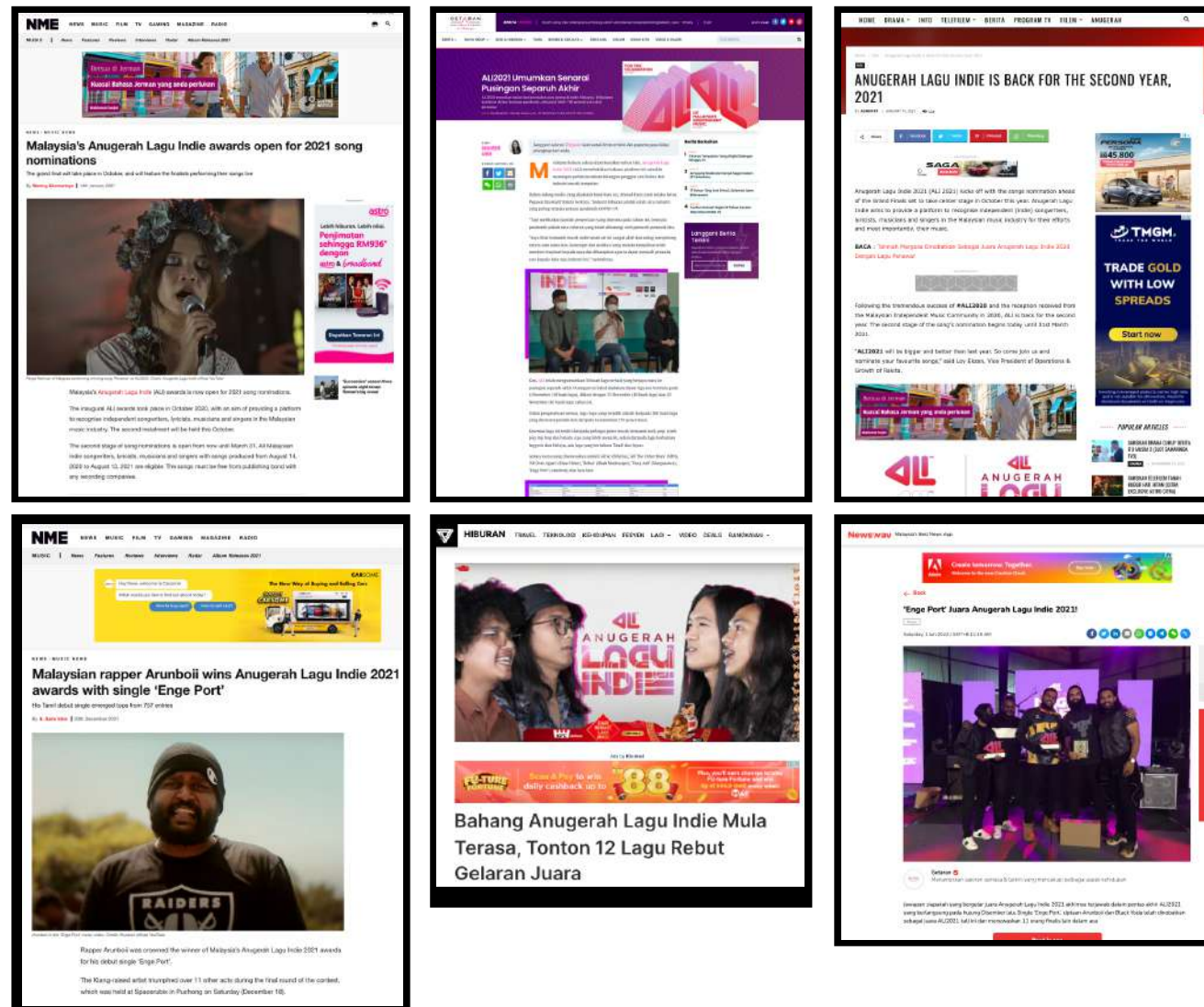


Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Bengkel Pondok Seni 24 Aug – 1 Sept 2021	In celebration of Hari Malaysia, Rakita, Pondok Seni and Amir Jahari partnered to conduct a special workshop on creating patriotic and ethnic songs. The best songs created from the workshop were aired on Rakita, published by Pondok Seni and won a Home Recording Set. Sempena sambutan Hari Malaysia, Rakita, Pondok Seni dan Amir Jahari bekerjasama menganjurkan sebuah bengkel khas mencipta lagu-lagu patriotik dan etnik. Lagu-lagu terbaik yang dicipta daripada bengkel itu disiarkan di Rakita, diterbitkan oleh Pondok Seni dan memenangi Set Rakaman Rumah.	Pondok Seni dan Amir Jahari	3 weeks' workshops 41 Entries	Total Reach: 96.7 K	RM 17.4K
					
#DemiBudaya Buku Lima Buku Rima (August 2021)	To celebrate the Merdeka month, Rakita ran a campaign #DemiBudaya Buku Lima Buku Rima, where Rakita's Brand Ambassadors challenge each other to speak in traditional 'pantun' on air and on social media. Bersempena dengan bulan Merdeka, Rakita menjalankan kempen #DemiBudaya Buku Lima Buku Rima, di mana Duta Jenama Rakita mencabar satu sama lain untuk bercakap dalam 'pantun' tradisional di radio dan di media sosial.		Total Reach: 26.2K Total Views: 5.2K	RM 3.5 K	

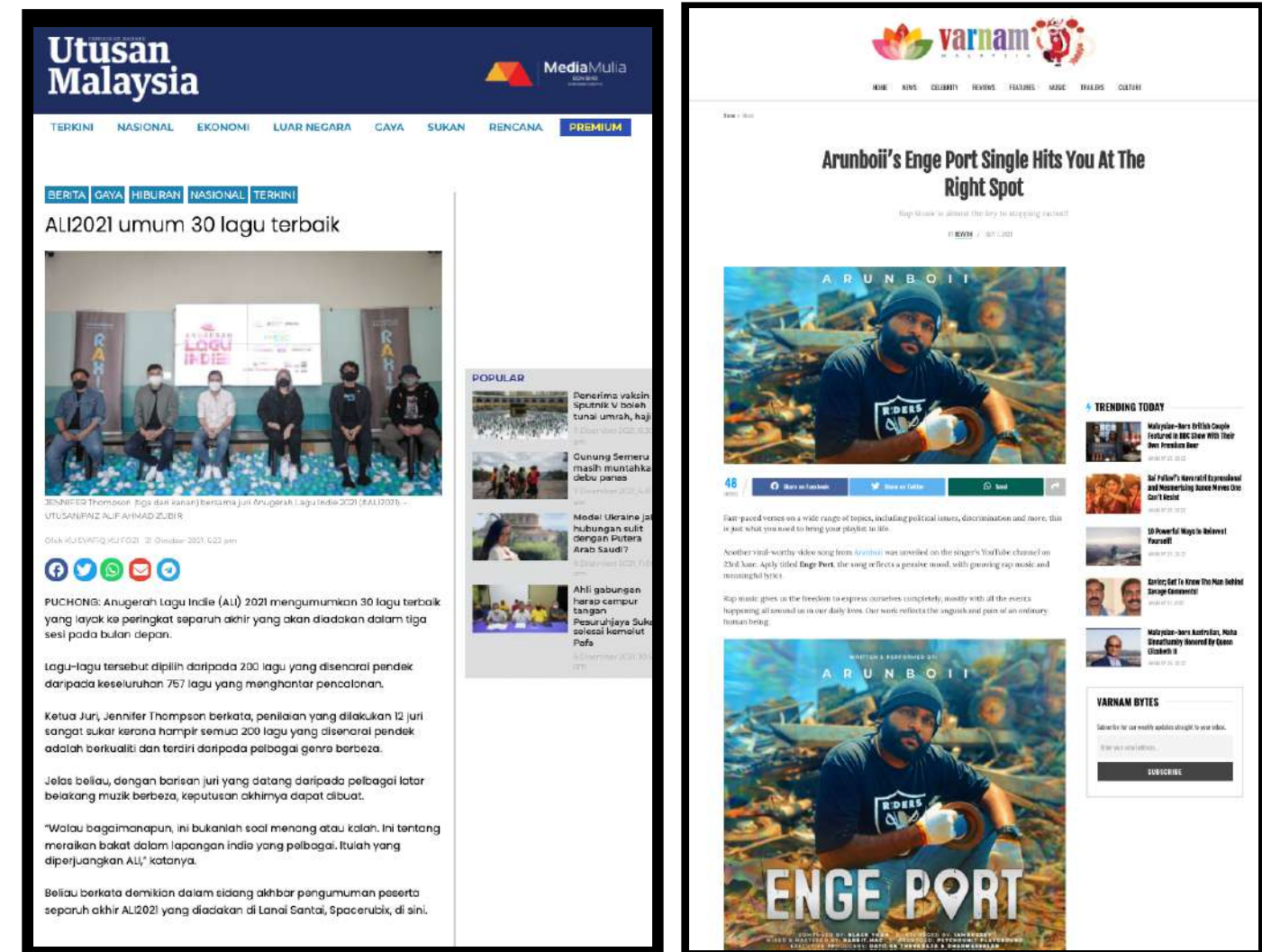
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Arena Rap Tradisi	Arena Rap Tradisi is a final year project from ASWARA students. It is a rap battle which combines traditional and modern elements. The battle will be judged by professional juries. Rakita promoted this event by airing promotional content on air and through our digital platforms. Arena Rap Tradisi adalah projek tahun akhir daripada pelajar ASWARA. Ia adalah pertempuran rap yang menggabungkan elemen tradisional dan moden. Pertandingan tersebut telah diadili oleh juri profesional. Rakita mempromosikan acara ini dengan menyiarkan kandungan promosi di radio dan melalui platform digital kami.	ASWARA	nil.	Total Reach: 4.7K	RM 12.3K
					
ESI DMT Nak Muay (13 September)	ESI DMT Nak Muay is a campaign to encourage esports players to be more physically active by participating in muay thai. Rakita promoted the event with interviews and podcasts contents to ramp up registration and generate awareness for the campaign. ESI DMT Nak Muay ialah kempen untuk menggalakkan pemain esports supaya lebih aktif secara fizikal dengan menyertai muay thai. Rakita mempromosikan acara itu dengan temu bual dan kandungan podcast untuk meningkatkan pendaftaran dan menjana kesedaran untuk kempen tersebut.	ESI, Discover Muay Thai	1 Episode	Total Reach: 120	RM 3.5K
					
Nifty Thrifty	10-Mar-2021 Nifty Thrifty: Bomber Jacket Episode 2: Infographics about Bomber Jacket and it's story. Jaket Bomber Berjimat-cermat Nifty Thrifty Episod 2: Infografik tentang Bomber Jacket dan kisahnya.	nil.	2 Episodes	Total Reach: 444	RM 7K
					

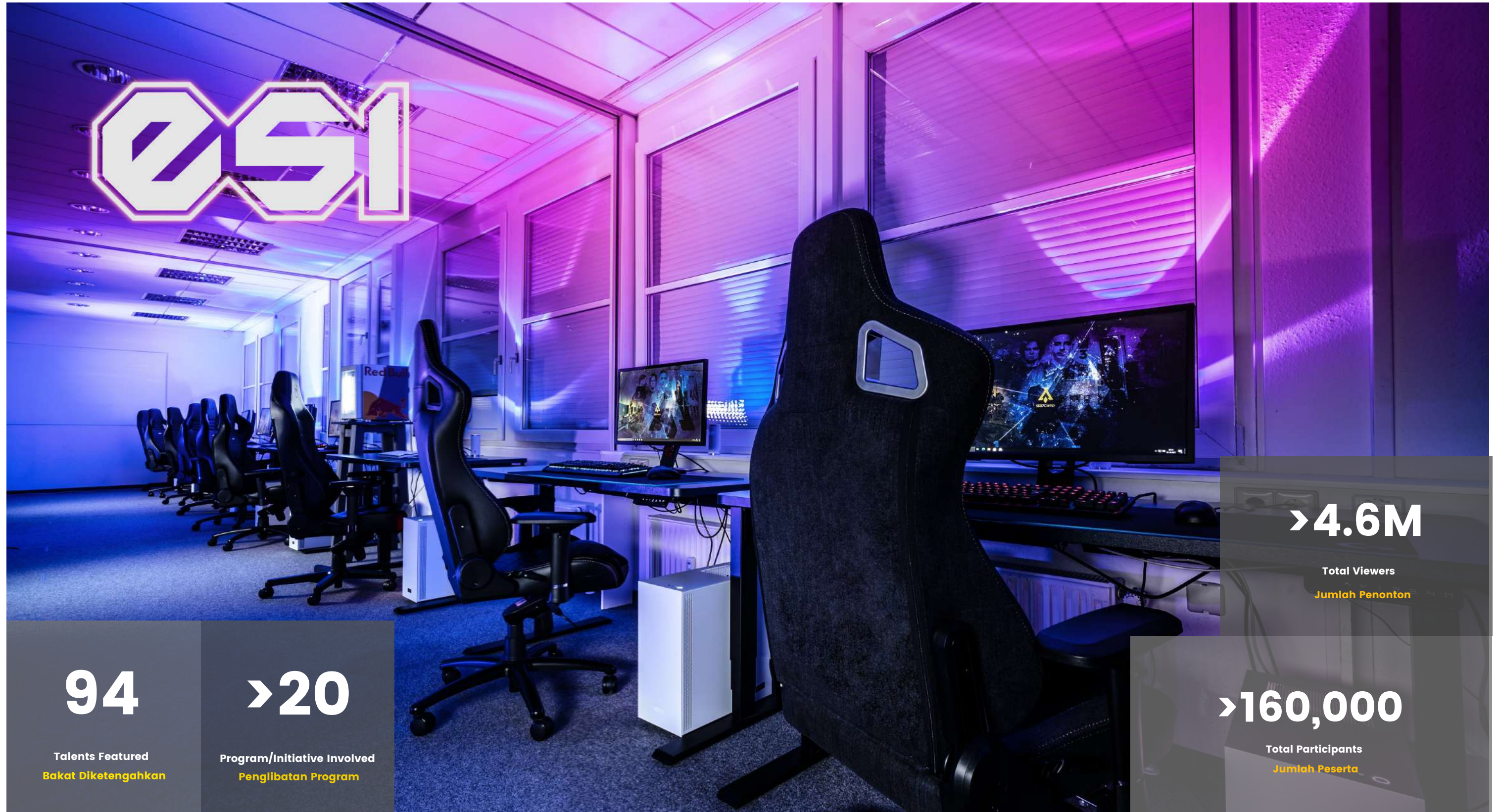
2021 Media Coverage for Rakita

In The News: Anugerah Lagu Indie 2021



Liputan : Anugerah Lagu Indie 2021





>4.6M

Total Viewers

Jumlah Penonton

94

Talents Featured
Bakat Diketengahkan

>20

Program/Initiative Involved
Penglibatan Program

>160,000

Total Participants

Jumlah Peserta

About Esports Integrated

Esports Integrated (ESI) – an initiative under Impact to catalyse a vibrant, sustainable and inclusive esports ecosystem in Malaysia through the creation and implementation of structures stated inside KBS's Strategic Plan for Esports Development 2020–2025.

About ESI Team

The ESI Team consists of 3 main departments namely Business Development and Sales, Content and Marketing, as well as Events and Programs.

Tentang Pasukan ESI

Pasukan ESI terdiri daripada 3 jabatan utama iaitu Pembangunan Perniagaan dan Jualan, Kandungan dan Pemasaran, serta Acara dan Program.



ESI Hub – Tournament Hall Entrance



ESI Hub – Advertising Area

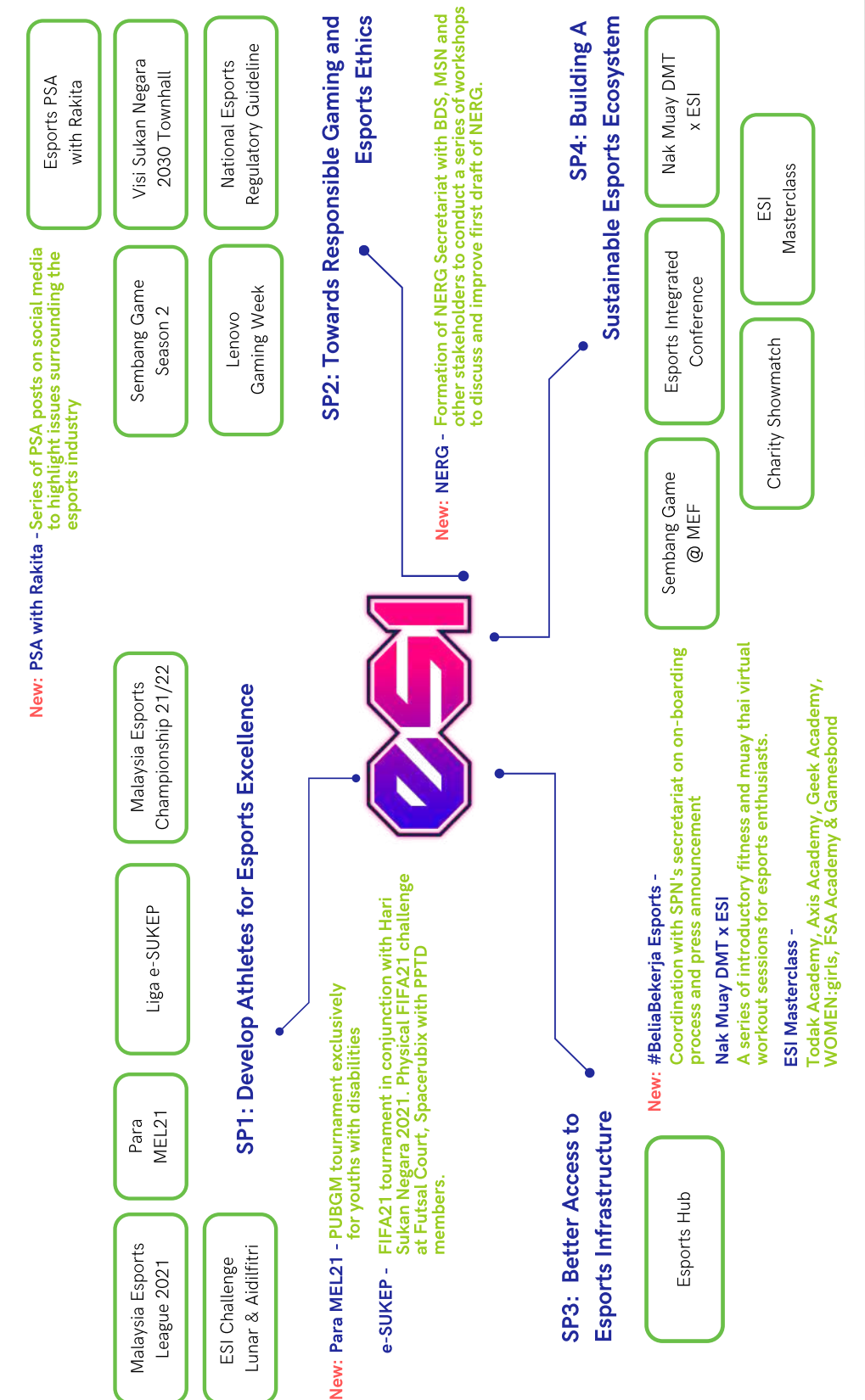


ESI Hub – Reception Area

Tentang Esports Integrated

Esports Integrated (ESI) – adalah sebuah inisiatif di bawah Impact untuk memangkin ekosistem sukan elektronik yang rancak mampan dan inklusif di Malaysia melalui pembangunan dan pelaksanaan struktur yang dinyatakan dalam Pelan Strategik KBS untuk Pembangunan Esukan 2020–2025.

Recap Programs and Activities Esports Integrated 2021



Key Challenges

Cabaran Utama

Lack of resources

Kekurangan sumber

ESI has a lean organisation chart, which means team members have to balance between a few responsibilities and might struggle when multiple programs are happening simultaneously.

ESI mempunyai carta organisasi yang ringkas, bermaksud ahli pasukan perlu mengimbangi antara beberapa tanggungjawab dan mungkin bergelut apabila pelbagai program dijalankan serentak

Limitations

Limitasi

Budget and scope are predetermined very early on.

Belanjawan dan skop ditentukan sejak dari awal lagi.

Balancing stakeholders' interests

Meyeimbangkan minat pemangtaruh

Stakeholders have different areas of interest and focus, which possesses challenge to balance it out with ESI's objective.

Pemegang taruh mempunyai minat dan tumpuan dalam bidang yang berbeza, ini menjadi cabaran untuk mengimbangi semua itu dengan objektif ESI

COVID-19 Lockdown

COVID-19 Perintah Kawalan

The extended lockdown that all Malaysians experienced this year has halted programs that require physical presence. MEL21 that was proposed to use a hybrid format had to be converted into fully online and recorded a lower-than-predicted registrations.

Penutupan lanjutan yang dialami semua rakyat Malaysia tahun ini telah menghentikan program yang memerlukan kehadiran fizikal. MEL21 yang dicadangkan untuk menggunakan format hybrid terpaksa ditukar kepada atas talian sepenuhnya dan merekodkan pendaftaran yang lebih rendah daripada yang diramalkan.

ESI is new

ESI masih baharu

ESI is a new player in the market and most local fans are not familiar with the initiative. Extra efforts had to be added to establish ESI's role within the local ecosystem.

ESI dikira sebagai pemain baharu dalam pasaran dan kebanyakan peminat esukan tempatan masih belum mengenali inisiatif tersebut. Usaha tambahan perlu dijalankan untuk mengukuhkan peranan ESI dalam ekosistem tempatan.

Key Achievements

Pencapaian Utama

Malaysia Esports Championship 21/22

Participants: 11,370
Broadcast viewership: 1.67M
Minutes watched: 4.4M
Video engagement: 140K

ESI Challenge: Lunar & Aidilfitri Editions

Total minutes viewed: 1.4M
Total engagement: 100K
Total influencers involved: 82

Malaysia Esports League 2021 (MEL21)

Minutes viewed: 2.5M
Total views: 1M
Reach: 1.5M
Engagement: 240K

Nak Muay

Total registrations: 360
Participants: 100
Show match views: 3.5K

ESI Masterclass

Total registrations: 500
Participants: 150
List of partners & modules:
a. FSA Academy: 8
b. SUHAZ Esports: 7
c. Gamesbond: 30
d. GeekFam: 4
e. WOMEN:girls: 2

Sembang Game @ MEF

Become a Streamer: 11.1K
Become a Host: 14.8K
Become a Pro: 34.6K
Become a Caster: 3.2K
Total 63.7K Views

Para MEL21

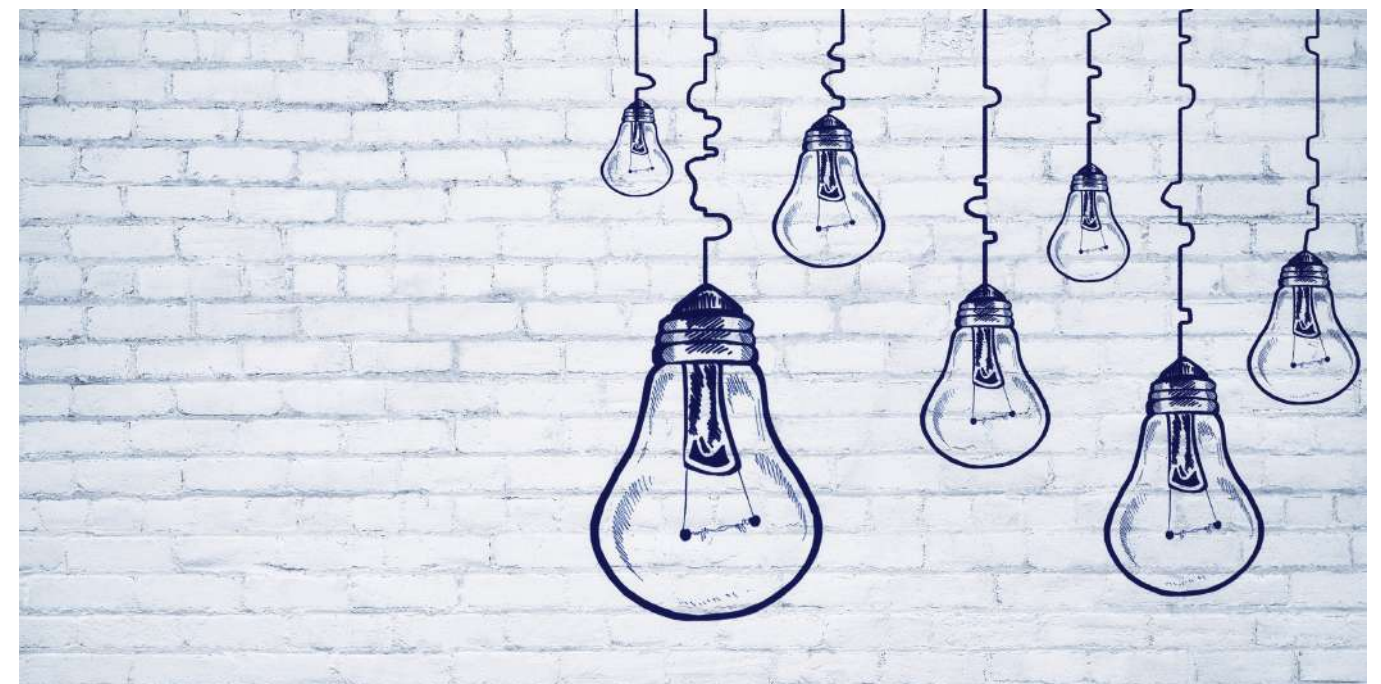
1. Number of Registrations: 2,394
2. Number of Participants:
a. Solo: 39 players
b. Squad: 19 teams (76 players)
3. Total views: 6.2K

RE:LOAD & RE:PLAY Gaming Week

1. PUBGM: 6.7K
2. Dota 2: 2.1K
Total: 8.8K

MEC Charity Showmatch

Total streamers: 7
Total views: 137K
Total donations: 67,541 @ USD675.41



Esports Integrated 2021 Programs & Initiatives in Collaboration with The Ministry of Youth and Sports

Program & Inisiatif ESI Bersama KBS Sepanjang Tahun 2021

ESI had organized a series of firsts this year; the first national esports conference, the first national league for grassroots development, the first series of capacity building programs, the first virtual esports festival, and many more.

ESI telah menganjurkan siri program-program sulung pada tahun ini; persidangan esukan kebangsaan pertama, liga kebangsaan pertama untuk pembangunan akar umbi, siri pertama program pembinaan kapasiti, festival esukan maya pertama dan banyak lagi.

Visi Sukan Negara 2030 Town Hall

ESI conducted a stakeholder engagement with prominent industry players to hear and receive feedback to empower the esports community. This engagement was done as part of the creation of Visi Sukan Negara 2030. It was a 2-day townhall sessions with 40 stakeholders from the esports industry.

ESI menjalankan penglibatan pemegang taruh bersama-sama pemain industri terkemuka untuk mendengar dan menerima maklum balas mereka bagi memperkasa komuniti esukan. Penglibatan ini dijalankan sebagai sebahagian daripada penciptaan Visi Sukan Negara 2030. Ia merupakan sesi 'townhall' selama 2 hari bersama seramai 40 pemegang taruh dalam industri esukan.

44
participants

Episodes Episod	Topics Topik-topik
Topik 1	Pembudayaan Sukan
Topik 2	Pembangunan Bakat
Topik 3	Kegemilangan Sukan
Topik 4	Hab Sukan
Topik 5	Pemeriksaan Industri Sukan
Topik 6	Profesionalisme Sukan



Liga FIFA21 SUKEP

As part of the Malaysia Esports Festival as well as in conjunction with Hari Sukan Negara 2021, ESI ran Liga FIFA21 SUKEP. More details below. See Malaysia Esports Festival 2021.

Sebagai sebahagian daripada Festival Esports Malaysia serta sempena Hari Sukan Negara 2021, ESI mengendalikan Liga FIFA21 SUKEP. Butiran lanjut di bawah. Lihat Festival Esports Malaysia 2021.

10.9K
viewers



National Esports Regulatory Guidelines – Phase 1

ESI initiated and facilitated the planning and research process for the development of the National Esports Regulatory Guideline, which is a series of guidelines aimed at the esports industry and community.

The guideline was created as part of a strategy that was outlined in the Strategic Plan for Esports Development developed by the Ministry of Youth and Sports. A number of countries, including South Korea, Denmark and Hungary have already developed their own set of guidelines with the aim of ensuring that the development of their esports industry is sustainable, inclusive and protects the rights of all stakeholders involved. As the initiative tasked with catalysing an inclusive, vibrant and sustainable esports ecosystem, Esports Integrated aims to facilitate discussions and be a part of the development of the National Esports Regulatory Guideline (NERG).

ESI hosted the first workshop that led to the Formation of NERG Secretariat with Bahagian Dasar dan Perancangan Strategik (BDS), Majlis Sukan Negara (MSN), Jabatan Belia dan Sukan Negara (JBSN) and other stakeholders to conduct a series of workshops to discuss and improve first draft of NERG.

ESI memulakan dan memudahkan proses perancangan dan penyelidikan untuk pembangunan Garis Panduan Kawal Selia Sukan Elektronik Kebangsaan, yang merupakan satu siri garis panduan yang ditujukan kepada industri dan komuniti e-sukan.

Garis panduan itu diwujudkan sebagai sebahagian daripada strategi yang telah digariskan dalam Pelan Strategik Pembangunan Sukan Elektronik yang dibangunkan oleh Kementerian Belia dan Sukan. Sebilangan negara, termasuk Korea Selatan, Denmark dan Hungary telah pun membangunkan set garis panduan mereka sendiri dengan tujuan memastikan pembangunan industri e-sukan mereka mampan, inklusif dan melindungi hak semua pihak berkepentingan yang terlibat. Sebagai inisiatif yang ditugaskan untuk memangkin ekosistem sukan elektronik yang inklusif, rancak dan mampan, Esports Integrated menyasarkan untuk memudahkan perbincangan dan menjadi sebahagian daripada pembangun Garis Panduan Kawal Selia Esukan Kebangsaan (NERG).

ESI menganjurkan bengkel pertama yang membawa kepada Pembentukan Sekretariat NERG bersama Bahagian Dasar dan Perancangan Strategik (BDS), Majlis Sukan Negara (MSN), Jabatan Belia dan Sukan Negara (JBSN) dan pihak berkepentingan lain untuk menjalankan beberapa siri bengkel untuk membincangkan dan menambah baik draf pertama NERG.

Hari Belia Negara

In conjunction with Hari Belia Negara and World Esports Day 2021, Esports Integrated had organized the Malaysia Esports Festival 2021 (MEF21), which was a virtual festival held along the month of October.

Sempena Hari Belia Negara dan Hari Esukan Sedunia 2021, Esports Integrated telah menganjurkan Festival Esports Malaysia 2021 (MEF21), iaitu sebuah festival maya yang berlangsung sepanjang bulan Oktober.



MEL21 Highlight

Esports Integrated 2021 Programs & Initiatives

Program & Inisiatif Esports Integrated Sepanjang 2021

Throughout 2021, Esports Integrated has run most of our programs and initiatives online only. Nevertheless, ESI has successfully run the Malaysia Esports Championship 2021/2022 in a hybrid manner where the MEC highlights and Grand Finals have taken place physically at KL Gateway Mall, Kuala Lumpur.

Sepanjang tahun 2021, Esports Integrated telah menjalankan sebahagian besar daripada program dan inisiatif kami secara atas talian sahaja. Namun begitu, ESI telah berjaya menjalankan Malaysia Esports Championship 2021/2022 secara hybrid di mana acara kemuncak dan Grand Finals MEC telah berlangsung secara fizikal di KL Gateway Mall, Kuala Lumpur.

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Total Media Value Jumlah Nilai Media
Esports PSA with Rakita	Series of PSA posts on social media to highlight issues surrounding the esports industry. Siri siaran PSA di media sosial untuk mengetengahkan isu sekitar industri sukan elektronik.	Rakita	9 episod PSA	INSTAGRAM: Reach -7,308 Impressions - 7,789 Likes - 272 FACEBOOK: Reach - 763 TWITTER: Impressions - 3,432 Engagements - 72	



Programs/Initiatives Program/Inisiatif	Description Penerangan	Winners Pemenang	No. of Entries Jumlah Penyertaan	Analytics Analitik
Malaysia Esports League (MEL21)	MEL21 is the inaugural national esports league hosted by ESI in collaboration with 16 state and federal territories esports associations. The league consists of 16 state/FT leagues that serve as a qualifier for the national stage. 4 game titles were played at the leagues which were PUBG Mobile, Mobile Legends Bang Bang, Dota 2, and FIFA21. MEL21 adalah sebuah liga sukan elektronik kebangsaan sulung yang dihoskan oleh ESI dengan kerjasama 16 persatuan sukan elektronik negeri dan wilayah persekutuan. Liga ini terdiri daripada 16 liga negeri dan wilayah yang berfungsi sebagai sebuah platform kelayakan untuk ke peringkat kebangsaan. 4 kategori permainan telah dipertandingkan di liga ini iaitu PUBG Mobile, Mobile Legends Bang Bang, Dota 2 dan FIFA21. Road to MEL livestream A live streaming series featuring local streamers to encourage participation and audience interest in MEL21 includes offering prizes to viewers and fundraising to help the disabled streamer, Muhammad Azali. Penstriman 'Road to MEL' Siri penstriman langsung yang menampilkan penstrim-penstrim tempatan bagi menggalakan penyertaan dan minat penonton menyertai MEL21 termasuk tawaran hadiah kepada penonton dan kutipan derma untuk membantu penstrim OKU, Muhammad Azali.	MLBB: 1) 2EZ4JEP 2) FLINT GAMING 3) YONNY PUBGM: 1) AWIEE STREAMING 2) AJI GAMERS Dota 2: OHAIYO FIFA21: Gamesbond (Luqman)	Participants: 51.528 1. Johor: 5718 2. Kedah: 3554 3. Kelantan: 2964 4. Melaka: 1806 5. Negeri Sembilan: 2346 6. Pahang: 2781 7. Penang: 2694 8. Perak: 4451 9. Perlis: 734 10. Sabah: 4796 11. Sarawak: 4679 12. Selangor: 7826 13. Terengganu: 3029 14. Kuala Lumpur: 3053 15. Labuan: 796 16. Putrajaya: 301	Minutes viewed: 2.5m Total views: 1m Reach: 1.5m Engagement: 240k



Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik
Para MEL21	As part of the Malaysia Esports League series, ESI launched Para MEL21, which is a PUBGM tournament that was held exclusively for youths with disabilities. The tournament was held to foster inclusivity and to celebrate the talents of all esports players. The tournament was run in collaboration with Techninier and Majlis Belia OKU (MBOKU). The tournament was won by Avex Esports MY and Sangpill. Sebagai sebahagian daripada siri Liga Esports Malaysia, ESI melancarkan Para MEL21, iaitu kejohanan PUBGM yang diadakan secara eksklusif untuk belia kurang upaya. Kejohanan itu diadakan untuk memupuk keterangkuman dan meraikan bakat semua pemain esports. Kejohanan itu dijalankan dengan kerjasama Techninier, Majlis Belia Malaysia dan Kementerian Pendidikan (jabatan ed khas). Kejohanan itu telah dimenangi oleh Avex Esports MY dan Sangpill.	Techninier, Majlis Belia OKU	115 participants	1. Number of Registrations: 2,394 2. Number of Participants: a. Solo: 39 players b. Squad: 19 teams (76 players) 3. Total views: 6.2k



Nak Muay DMT x ESI - MEL21

A series of introductory fitness and muay thai virtual workout sessions designed for esports enthusiasts. The fitness classes were conducted virtually, with the trainers stationed at DMT Spacerubix and participants joining virtually.

The fitness class was limited to only 40 participants to ensure a meaningful experience for each participant and it was fully subscribed.

sebuah siri senaman maya tentang pengenalan kepada 'fitness' dan Muay Thai yang direka khas untuk peminat sukan elektronik. Kelas kecergasan dijalankan secara maya, dengan jurulatih ditempatkan di DMT Spacerubix dan peserta menyertai secara maya.

Kelas kecergasan dihadkan kepada 40 peserta sahaja bagi memastikan pengalaman bermakna bagi setiap peserta dan ia telah dilanggan sepenuhnya.



Programs/Initiatives Program/Inisiatif	Description Penerangan	Episodes Episod	Topics Topik-topik
Sembang Game Season 2	Sembang Game returned for a second season to highlight Malaysia's esports industry and gaming trends. The show was aimed at audiences who are interested in esports or keen to know more of this up-and-coming global phenomenon. Sembang Game 2 is presented by the Ministry of Youth and Sports (KBS) and Esports Integrated (ESI), with all episodes premiering on eGG Network. Jaasuzuran, one of Malaysia's top Facebook Gaming Creators along with HITZ announcer Melissa Th'ng hosted the 10 episodes with top Creators such as Masterramen, Maxhaze, Machasquad, Daddyhood, and industry leaders, professional esports athletes, casters, game designers and more. Sembang Game kembali untuk musim kedua untuk menyerlahkan industri esport dan trend permainan Malaysia. Rancangan ini ditujukan kepada penonton yang berminat dengan e-sukan atau berminat untuk mengetahui lebih lanjut tentang fenomena global yang akan datang ini. Sembang Game 2 dipersembahkan oleh Kementerian Belia dan Sukan (KBS) dan Esports Integrated (ESI), dengan semua episod ditayangkan di eGG Network. Jaasuzuran, salah seorang 'Facebook Gaming Creator' yang terkemuka di Malaysia bersama-sama dengan juruhebah HITZ Melissa Th'ng berganding sebagai hos musim tersebut dengan 10 episod bersama-sama Pencipta terkemuka seperti Masterramen, Maxhaze, Machasquad, Daddyhood, dan pemimpin industri, atlet e-sukan profesional, pengulas, pereka permainan dan banyak lagi.	EP 1 EP 2 EP 3 EP 4 EP 5 EP 6 EP 7 EP 8 EP 9 EP 10	Di Antara PC, Konsol & Telefon Pintar Di Sebalik Pembangunan Permainan Video PC Idaman Pengulas E-sukan Streamer Berkeluarga & Streamer Muda Di Sebalik Tablir Live Stream Permainan Video & Kesihatan Gejala Buli Siber Pasukan E-Sukan Liga E- Sukan
	SEMBANG GAME 2 JAASUZURAN MELISSA PERMAINAN VIDEO & KESIHATAN 6 Januari 2022 (Khamis) 9 min BECARA LANGSUNG DI   SEMBANG GAME 2 JAASUZURAN MELISSA LIGA E-SUKAN 27 Januari 2022 (Khamis) 9 min BECARA LANGSUNG DI   SEMBANG GAME 2 JAASUZURAN MELISSA GEJALA BULI SIBER 12 Januari 2022 (Khamis) 9 min BECARA LANGSUNG DI   SEMBANG GAME 2 JAASUZURAN MELISSA PASUKAN E-SUKAN 20 Januari 2022 (Khamis) 9 min BECARA LANGSUNG DI  		

Programs/Initiatives Program/Inisiatif	Description Penerangan	Output Output
ESI Masterclass	ESI Masterclass is a series of Informative and free virtual classes featuring trainers from reputable esports academies that will introduce esports to the general public. The classes were all held at Spacerubix's training rooms, which were designed to fit all types of corporate training and meeting needs. The Masterclass series included: 1. Todak Academy ran 30 modules that were prepared by the champions of the Mobile Legends Bang Bang: Professional League MY/SG season 6. These modules contain the fundamentals of pre-game, during game and post-game mechanics of the game. 2. Axis Academy's class included the Introduction to esports to esports self-production and casting. 3. Geek Academy ran 30 modules on Dota 2 game preparation and strategy. 4. WOMEN:girls's class focused on the Introduction to esports for female esports fans. 5. FSA Academy ran classes on the introduction to esports management, which was called Esports 101. 6. Asia Pacific University (APU) ran 30 modules on League of Legends game preparation and strategy. 7. Gamesbond ran 30 modules on FIFA game preparation and strategy. ESI Masterclass merupakan sebuah siri kelas maya berinformasi dan percuma yang menampilkan jurulatih daripada akademi-akademi e-sukan terkemuka yang telah memperkenalkan sukan elektronik kepada orang awam. Semua kelas telah dijalankan di bilik latihan Spacerubix, yang berfungsi untuk memenuhi semua jenis seminar korporat di samping memenuhi keperluan. Siri Masterclass termasuk: 1. Akademi Todak menjalankan 30 modul yang telah disediakan oleh juara Mobile Legends Bang Bang: Liga Profesional MY/SG musim 6. Modul ini mengandungi asas pra-permainan, semasa permainan dan mekanik selepas permainan. 2. Kelas Akademi Axis termasuk pengenalan kepada penerbitan sendiri dan pengulas e-sukan. 3. Akademi Geek menjalankan 30 modul mengenai penyediaan dan strategi permainan Dota 2. 4. Kelas WOMEN:girls menumpukan kepada pengenalan kepada e-sukan untuk peminat e-sukan wanita. 5. Akademi FSA telah mengadakan kelas pengenalan kepada pengurusan e-sukan, yang bertopik Esports 101. 6. Universiti Asia Pasifik (APU) telah menjalankan 30 modul mengenai penyediaan dan strategi permainan League of Legends. 7. Gamesbond menjalankan 30 modul mengenai penyediaan dan strategi permainan FIFA.	150 participants
		

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik
Legion Gaming Week @ MEF	As part of the Malaysia Esports Festival, ESI has a cross marketing collaboration with Lenovo, SEAGM and Microsoft for Legion Gaming Week. 2 matches were held as part of the gaming week featuring 2 game titles which were PUBG and DOTA2. Sebagai sebahagian daripada Festival Esports Malaysia, ESI mempunyai kerjasama pemasaran silang dengan Lenovo, SEAGM dan Microsoft untuk Minggu Permainan Legion. 2 perlawanan telah diadakan sebagai sebahagian daripada minggu permainan yang menampilkan 2 tajuk permainan iaitu PUBG dan DOTA2.	Lenovo & SEAGM	18 Teams: PUBG (16) Dota 2 (2)	1,000 views



ESI Masterclass

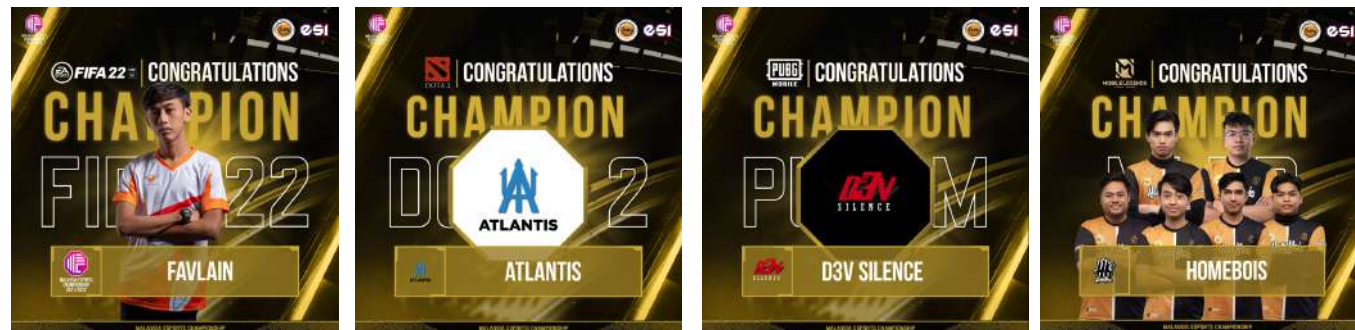
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Analytics Analitik
Malaysia Esports Festival 2021 - Liga FIFA21 SUKEP	Liga FIFA21 was an esports tournament run in conjunction with Hari Sukan Negara 2021. On top of the virtual eSports tournament, to encourage physical activities, a physical FIFA21 challenge was held at Futsal Court, Spacerubix with members of Persatuan Perkhidmatan Tadbir and Diplomatik, Malaysia. Liga FIFA21 ialah kejohanan e-sukan yang dijalankan sempena Hari Sukan Negara 2021. Selain kejohanan eSports maya, untuk menggalakkan aktiviti fizikal, cabaran fizikal FIFA21 telah diadakan di Gelanggang Futsal, Spacerubix bersama ahli Persatuan Perkhidmatan Tadbir dan Diplomatik, Malaysia.	Majlis Sukan Negara, PPTD, NR Sports, dan Spacerubix	Total Views: 10.9K
MEF Showmatch	2 live show matches that pits influencers and Malaysian gamers against each other, while also promoting and fostering healthy and non-toxic behaviours while gaming. The live shows also intend to celebrate Malaysian gamers. 2 perlawanan pertunjukan langsung yang mempertemukan pemain pengaruh dan pemain Malaysia antara satu sama lain, di samping mempromosikan dan memupuk tingkah laku yang sihat dan tidak toksik semasa bermain permainan. Pertunjukan secara langsung juga bertujuan untuk meraikan pemain Malaysia.	Spacerubix, Red Fitness, Discover Muay Thai, MYPW and WNZ Sports	Total Views: 63.7K



Sembang Game Season 2

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Analytics Analitik
Sembang Game @ Level Up KL	A series of forums organised by ESI, discussing multiple local and international issues in the esports industry. The forum was part of the Malaysia Digital Creativity Festival (MYDCF), organised by Malaysia Digital Economy Corporation (MDEC), which features a business conference and networking event for the games and animation industry and a gamified expo for public attendees. Sebuah siri forum yang dianjurkan oleh ESI, membincangkan pelbagai isu industri sukan elektronik tempatan dan antarabangsa. Forum itu adalah sebahagian daripada My Digital Creative Festival (MYDCF), anjuran Malaysia Digital Economy Corporation (MDEC), yang turut menampilkan persidangan perniagaan dan acara 'networking' untuk peminat industri 'gaming' dan animasi serta ekspso gamifikasi untuk hadirin awam.	MDEC	Total Reach: 4.7K
			
ESI Challenge: Lunar & Aidilfitri Editions	#ESChallenge provides platform for youths to highlight their skills in Esports and provide a good platform for them to showcase their talents. Through this initiative, Esports talents of all ages and with diverse backgrounds are selected and gathered to inspire more aspiring Esports athletes. #ESChallenge menyediakan platform kepada belia untuk menonjolkan kemahiran mereka dalam Esports dan menyediakan platform yang baik untuk mereka mempamerkan bakat mereka. Melalui inisiatif ini, bakat Esports dari semua peringkat umur dan dengan latar belakang yang pelbagai dipilih dan dikumpulkan untuk memberi inspirasi kepada lebih ramai atlet Esports yang bercita-cita tinggi.	VCMC, eGG Network, Legion, Lenovo EdVision, Todak, CoGear Productions	1. Total minutes viewed: 1.4m 2. Total engagement : 100k 3. Total influencers involved: 82:
			

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Analytics Analitik
Malaysia Esports Championship 2021	Malaysia Esports Championship 2021 is the second edition of the championship that is held in partnership and collaboration with Geek Fam, Alhamra Games, Riot Games, Moonton and Tencent. Malaysian Esports Championship (MEC 2021/22) is a national level esports competition by ESI. Held at KL Gateway mall, the Closing Ceremony took place in accordance with SOP to curb the spread of COVID-19, while fans on the other hand were able to watch the battle as the event was also live-streamed on ESI's Facebook Page and Youtube channel. The players compete to win cash prizes totalling RM100,000 in four game categories –FIFA 22, DOTA 2, Mobile Legends: Bang Bang (MLBB) and PlayerUnknown's Battlegrounds (PUBG) Mobile. Malaysia Esports Championship 2021 adalah edisi kedua kejohanan ini dilangsungkan dengan kerjasama Geek Fam, Alhamra Games, Riot Games, Moonton dan Tencent. Kejohanan Esukan Malaysia (MEC 2021/22) adalah sebuah pertandingan esukan peringkat kebangsaan yang dianjurkan oleh ESI. Berlangsung di pusat beli-belah KL Gateway, Acara Penutup kejohanan ini telah dijalankan dengan mengikut SOP untuk membendung penularan COVID-19, manakala peminat juga dapat menyaksikan pertandingan tersebut kerana ia turut disiarkan secara langsung di Halaman Facebook dan saluran Youtube ESI. Para pemain bersaing untuk memenangi hadiah wang tunai berjumlah RM100,000 dalam empat kategori permainan –FIFA 22, DOTA 2, Mobile Legends: Bang Bang (MLBB) dan PlayerUnknown's Battlegrounds (PUBG) Mobile.	Geek Fam, Alhamra Games, Riot Games, Moonton and Tencent.	Participants: 11,370 Broadcast viewership: 1.67M Minutes watched: 4.4M Video engagement : 140K
			



Malaysia Esports Championship 2021 / 2022

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Analytics Analitik
MEC Charity Showmatch	In the lead up to the Malaysia Esports Championship 2021, ESI ran a charity showmatch ran throughout a single weekend (23rd -24th october) with 2 sections: 1. MLBB & PUBG Live Streaming 2. MLBB Friendly Match All donations collected from the sections were donated to Happy Bank. At the conclusion of the charity showmatch, 67,541 Facebook Stars were raised which was almost RM3,000. Bersempena dengan Malaysia Esports Championship 2021, ESI telah menjalankan sebuah perlawanan amal pada 23 dan 24 Oktober dengan dua bahagian iaitu: 1. Penstriman Langsung MLBB & PUBG 2. Perlawanan Persahabatan MLBB Hasil kutipan derma yang dikumpul daripada kedua-dua bahagian telah disumbangkan kepada Happy Bank. Pada penghujung perlawanan persembahan amal itu, 67,541 Bintang Facebook berjaya dikumpul iaitu hampir RM3,000.	Geek Fam Happy Bank	Total Reach: 137K Total Streamers: 3



Programs/Initiatives Program/Inisiatif	Description Penerangan
Esports Integrated Conference (EIC2021)	A free virtual interactive conference, held from May 24 to 27 and was aimed at uniting industry key players locally and in the region to further develop and educate the esports community. EIC 2021 was organised by ESI and Impact Integrated, with the intention of providing esports enthusiasts with the opportunity to gain insights and first-hand knowledge about the industry. Participants were able to learn how to get involved and participate in the esports community, as well as exploring ways to embark on a career as a professional esports athlete, streamer and in organising esports tournaments. The conference will be held in two parts: the four-day virtual conference itself, and EIC Play, which features a Garena Free Fire tournament. The conference consists of keynote sessions and panel discussions featuring notable business figures and personalities. Each segment is aimed at providing the participants with an immersive interactive experience and networking opportunities with the industry leaders. EIC 2021 also featured partners and notable speakers from the region including Ahmed Faris Amir, CEO of Esports Integrated; Carlos Alimuring, CEO of ONE Esports; Eric Khor, Team Director of Fnatic; and Allan Phang, Regional Head of Marketing and PR of EVOS Esports. EIC Play, on the other hand, is open for participants to battle it out in a Garena Free Fire Tournament for a prize pool of US\$7,269 (RM30,000). Persidangan interaktif maya percuma, yang diadakan dari 24 hingga 27 Mei bertujuan untuk menyatukan pemain utama industri sukan elektronik di rantau ini untuk terus membangunkan dan mendidik komuniti sukan elektronik. EIC 2021 dianjurkan oleh ESI dan Impact Integrated, dengan hasrat untuk memberi peluang kepada peminat sukan elektronik untuk mendapatkan pandangan dan pengetahuan langsung tentang industri ini. Para peserta dapat belajar cara-cara untuk melibatkan diri dan mengambil bahagian dalam komuniti e-sukan, serta meneroka cara untuk memulakan kerjaya sebagai atlet e-sukan profesional, penstrim dan penganjur kejohanan e-sukan. Persidangan itu telah terbahagi kepada dua: persidangan maya empat hari dan EIC Play yang menampilkan kejohanan Garena Free Fire. Persidangan ini terdiri daripada sesi ucaptama dan perbincangan panel yang menampilkan tokoh dan personaliti perniagaan yang terkenal. Setiap segmen bertujuan untuk memberi pengalaman yang interaktif kepada peserta serta berpeluang membuat 'networking' bersama-sama dengan peneraju industri. EIC 2021 juga menampilkan rakan kerjasama dan penceramah terkenal dari rantau ini termasuk Ahmed Faris Amir, Ketua Pegawai Eksekutif Esports Integrated; Carlos Alimuring, Ketua Pegawai Eksekutif ONE Esports; Eric Khor, Pengarah Pasukan Fnatic; dan Allan Phang, Ketua Pemasaran dan Perhubungan Awam, EVOS Esports. EIC Play pula terbuka kepada peserta untuk bertarung dalam kejohanan Garena Free Fire untuk memperoleh hadiah sebanyak AS\$7,269 (RM30,000).



Esports Integrated Conference 2021

Hari Aspirasi Keluarga Malaysia

The 100 Day Malaysian Family Aspirations which was officiated by YAB Dato' Seri Ismail Sabri bin Yaakob, Prime Minister at the Kuala Lumpur Convention Center (KLCC). In the meantime, YB Dato' Seri Ahmad Faizal bin Dato' Azumu, Minister of Youth and Sports visited the exhibition space of the Ministry of Youth and Sports and had the opportunity to try out the simulation of the Wottbike bike race and socialize with the exhibition visitors with national athletes. Among the services provided at the KBS exhibition site are meeting sessions with national athletes, WX-R Vorteq bicycle exhibition from the National Sports Institute (ISN), Vote18 Education Information Session, Meet the Customers Day from the Office of the Registrar of Youth Organizations, National Youth and Sports Department Open Day, Meet the Customers Day from the Malaysian Sports Commissioner, Let's Enter the Youth and Sports Skills Training Institute (ILKBS), Esports Open Day by Esports Integrated.

Aspirasi Keluarga Malaysia (AKM) is an idea conceived by the YAB Prime Minister as a manifestation in ensuring service delivery is implemented well in order to safeguard the interests and well-being of the people, especially in facing the post-pandemic period COVID-19. The KBS exhibition booth was located in Hall 2, Kuala Lumpur Convention Center and held from 9 to 12 December 2021.

Aspirasi Keluarga Malaysia 100 Hari yang telah dirasmikan oleh YAB Dato' Seri Ismail Sabri bin Yaakob, Perdana Menteri di Pusat Konvensyen Kuala Lumpur (KLCC). Dalam pada itu, YB Dato' Seri Ahmad Faizal bin Dato' Azumu, Menteri Belia dan Sukan telah melawat ruang pameran Kementerian Belia dan Sukan dan berkesempatan untuk mencuba sendiri simulasi perlumbaan basikal Wottbike dan beramah mesra dengan pengunjung pameran bersama atlet-atlet negara. Antara perkhidmatan yang disediakan di tapak pameran KBS adalah sesi bertemu dengan atlet negara, pameran basikal WX-R Vorteq dari Institut Sukan Negara (ISN), Sesi Infomasi Pendidikan Undi18, Hari Bertemu Pelanggan dari Pejabat Pendaftar Pertubuhan Belia, Hari Terbuka Jabatan Belia dan Sukan Negara, Hari Bertemu Pelanggan dari Pesuruhjaya Sukan Malaysia, Jom Masuk Institut Latihan Kemahiran Belia dan Sukan (ILKBS), Hari Terbuka E-Sukan oleh Esports Integrated.

Aspirasi Keluarga Malaysia (AKM) merupakan sebuah cetusan idea yang digagaskan oleh YAB Perdana Menteri sebagai satu manifestasi dalam memastikan penyampaian perkhidmatan dilaksanakan dengan baik demi menjaga kepentingan dan kesejahteraan rakyat terutamanya dalam menghadapi tempoh pasca pandemik COVID-19. Booth pameran KBS telah mengambil tempat di Hall 2, Pusat Konvensyen Kuala Lumpur dan dijalankan dari 9 hingga 12 Disember 2021.



Pameran e-sukan sempena Program 100 Hari Aspirasi Keluarga Malaysia terus dapat sambutan

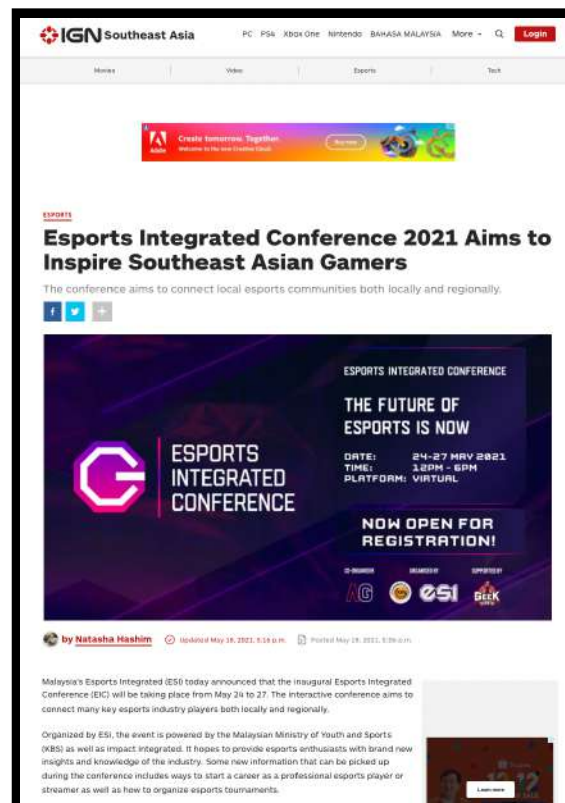
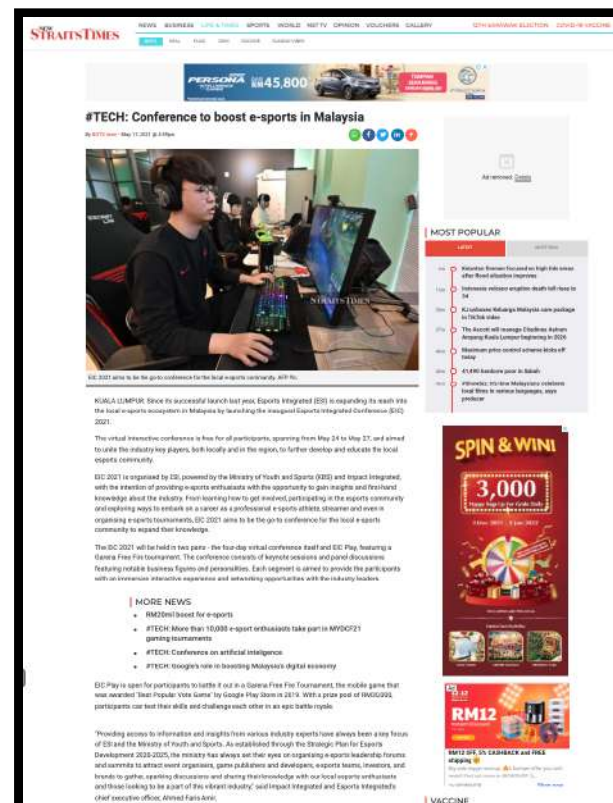
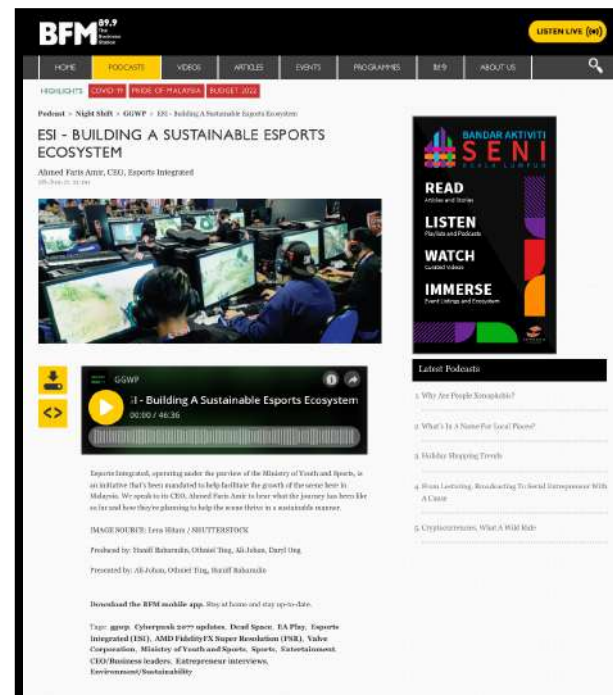
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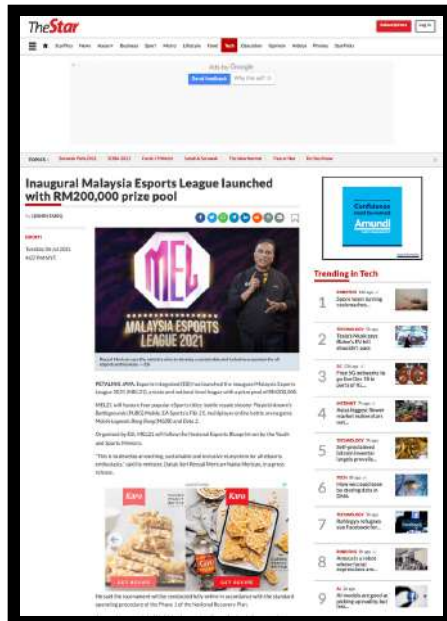
2021 Media Coverage for Esports Integrated



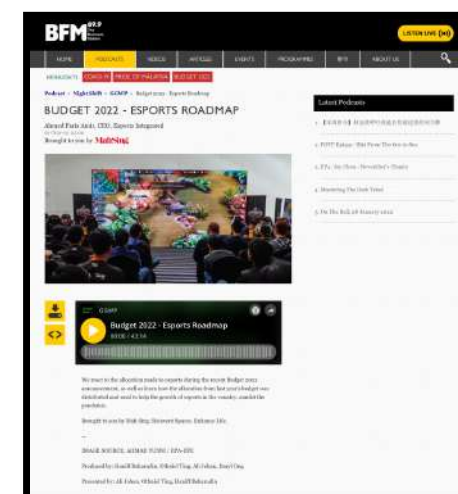
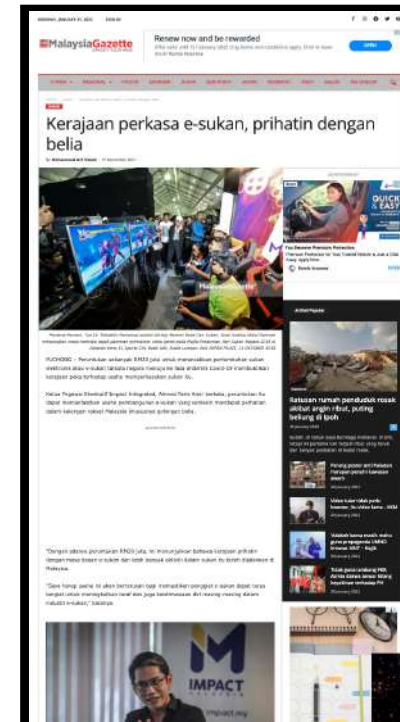
In The News: Esports Integrated Conference (EIC)



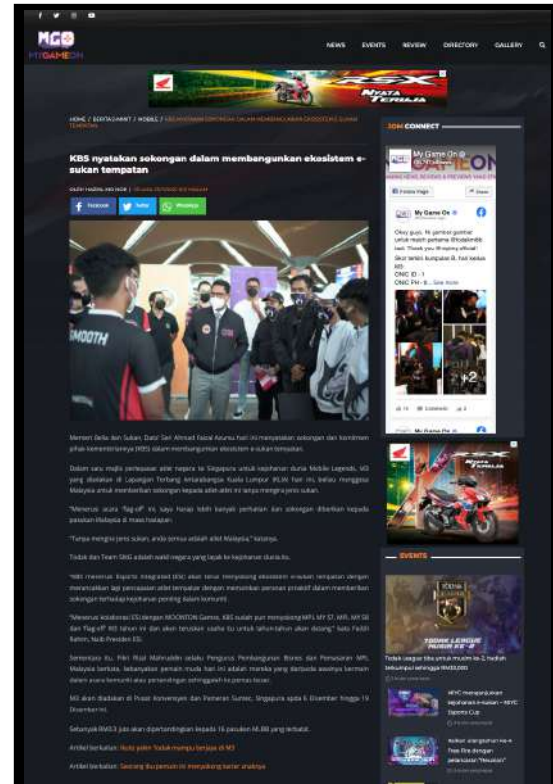
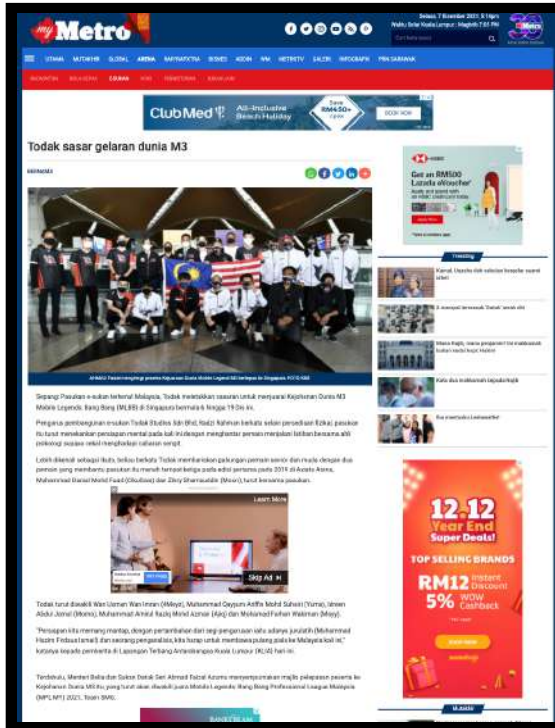
In The News: Malaysia Esports League 2021 (MEL21)



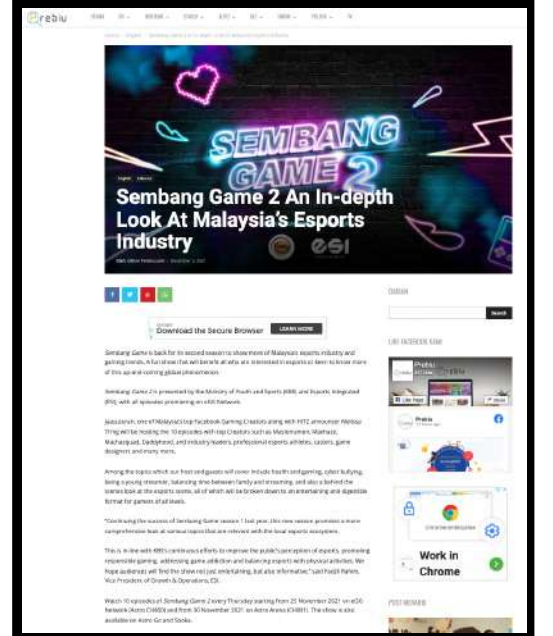
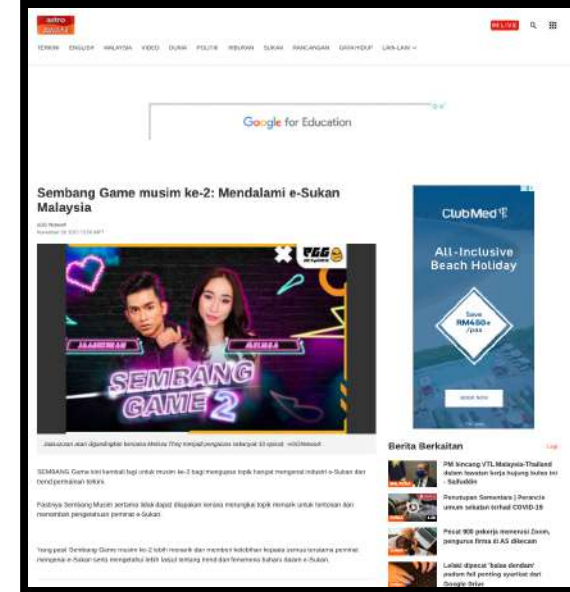
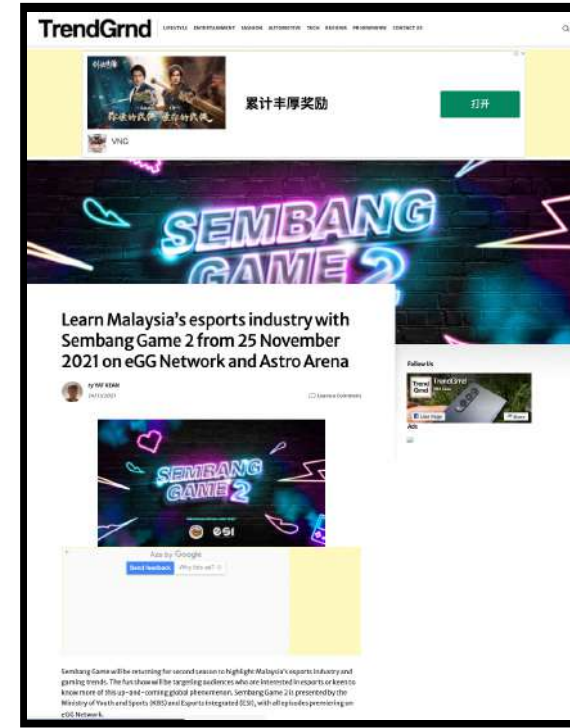
In The News: Bajet 2021



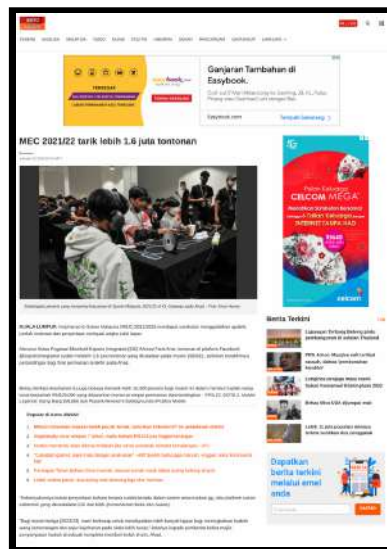
In The News: M3 Players Send-Off @ KLIA



In The News: Sembang Game 2



In The News: Malaysia Esports Championship





PICKSUM™



25,000

People Impacted
Penerima Impak

20,000

Total Funding
Dana Diberikan

8

Programs & Initiatives
Program & Inisiatif

About Picksum

Picksum is an ecosystem for youth entrepreneurship development, consisting of capacity development, business networking and funds.

Tentang Picksum

Picksum ialah ekosistem untuk pembangunan keusahawanan belia, yang terdiri daripada pembangunan kapasiti, rangkaian perniagaan dan dana.

About Picksum Team

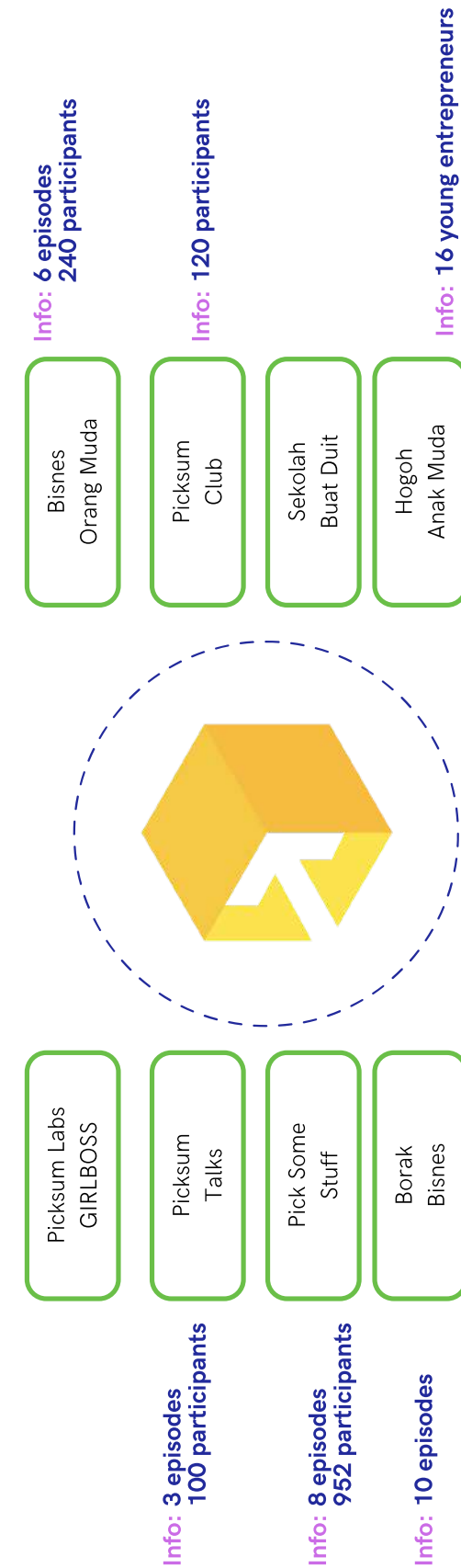
Picksum initially has a small team of 3 people. To cater for the extensive work of youth entrepreneurship development, the team merged with Impact Malaysia to a total of 10 personnel and 2 interns, bringing in various experiences and skills on entrepreneurship, youth development, management and creative industry.

Tentang Pasukan Picksum

Picksum pada mulanya mempunyai pasukan hanya terdiri daripada 3 orang. Untuk memenuhi kerja meluas dalam pembangunan keusahawanan belia, pasukan Picksum telah bergabung dengan Impact Malaysia menjadikan jumlah keseluruhan 10 kakitangan dan 2 pelatih, membawa kepelbagaian pengalaman dan kemahiran mengenai keusahawanan, pembangunan belia, pengurusan dan industri kreatif.



Recap Programs and Activities Picksum 2021



Picksum 2021 Focused Activities

Fokus Aktiviti Picksum Sepanjang 2021



GIRLBOSS is a business accelerator for young female entrepreneurs with sales less than RM1000. This program is in collaboration with Youth Ventures. The best entrepreneur is selected to win a RM10,000 investment grant worth RM10,000. A startup from Penang, "Mi Kari Istana" won the grant, and has increased their sales two-fold post grant.

GIRLBOSS adalah program 'accelerator' perniagaan untuk usahawan wanita muda dengan jualan kurang daripada RM1000. Program ini dianjurkan dengan kerjasama Youth Ventures. Usahawan terbaik dipilih memenangi geran pelaburan RM10,000 bernilai RM10,000. 'Start-up' dari Pulau Pinang, "Mi Kari Istana" telah memenangi dan tersebut dan telah meningkatkan jualan mereka sebanyak dua kali pasca pemberian dana.



Bisnes Orang Muda is a short workshop series for young entrepreneurs to hone their business acumen, with topics ranging from business modeling, business strategies, marketing, product development and many more.

Bisnes Orang Muda adalah sebuah siri bengkel pendek untuk usahawan muda untuk mengasah bakat dan kemahiran perniagaan mereka, dengan topik-topik seperti model perniagaan, strategi perniagaan, pemasaran, pembangunan produk dan banyak lagi.



Picksum Talks is an online forum series and sharing sessions by entrepreneurs and business experts on various business-related issues.

Picksum Talks adalah sebuah siri forum dalam talian dan sesi perkongsian oleh usahawan dan pakar perniagaan mengenai pelbagai isu-isu berkaitan perniagaan.



Picksum Club is a support community for young entrepreneurs, with the following objectives:

- A networking platform for young entrepreneurs to gain experiences, tips and exploring new business opportunities.
- Training and assistance to start or expand their business. - An exclusive marketing platform for young entrepreneurs.

Picksum Club adalah sebuah komuniti sokongan untuk usahawan muda, dengan objektif berikut:

- Platform rangkaian untuk usahawan muda menimba pengalaman, petua dan meneroka peluang perniagaan baharu.
- Latihan dan bantuan untuk memulakan atau mengembangkan perniagaan mereka - Platform pemasaran eksklusif untuk usahawan muda.

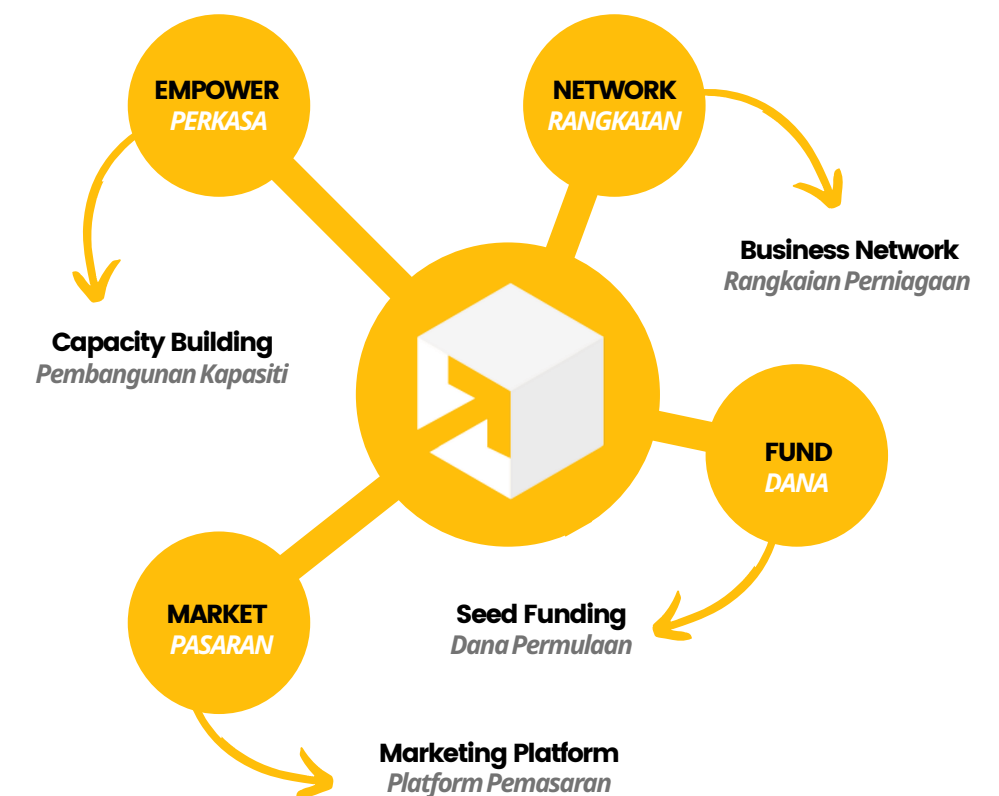


As a part of Hogoh Anak Muda, Picksum organized a Bisnes Orang Muda workshop in Kuantan which is a 2-day workshop on Business Model Canvas, pitching skills and a Demo Day for young entrepreneurs to pitch their business ideas for Dana Picksum seed funding.

Sebagai sebahagian daripada Hogoh Anak Muda, Picksum telah menganjurkan bengkel Bisnes Orang Muda di Kuantan iaitu sebuah bengkel 2 hari mengenai Kanvas Model Perniagaan, kemahiran 'pitching' dan Hari Demo untuk usahawan muda 'pitch' idea perniagaan mereka untuk menadapatkan Dana Picksum.

Picksum's Core Focus

Fokus Utama Picksum



Picksum 2021 Key Challenges

Cabaran Picksum Sepanjang 2021



Picksum Restrategized Penstrategian Semula

Picksum is strategized and branded as a marketing platform for youth products before March 2021 due to the legacy business model since 2017. This makes us a direct contender to other marketplaces, while the real need is actually on early-stage or part-time or ideation-phase young entrepreneurs. Thus, we pivoted the strategy to support Dasar Keusahawanan Negara 2030 to develop the gap of early-stage, young entrepreneurs not covered in the existing ecosystem.

Picksum distrategikan dan dijenamakan sebagai platform pemasaran untuk produk belia sebelum Mac 2021 disebabkan model perniagaan yang diguna pakai sejak tahun 2017. Strategi dahulu telah meletakkan Picksum sebagai pesaing langsung kepada pasaran lain, manakala keperluan sebenar pasaran adalah usahawan pada peringkat awal atau sambilan atau di fasa idea. Oleh itu, kami menggerakkan strategi menyokong Dasar Keusahawanan Negara 2030 untuk merapatkan jurang usahawan muda peringkat awal yang tidak diliputi dalam ekosistem sedia ada.



COVID-19 MCO PKP COVID-19

All of our programs are online. Thus we can only work with existing echo chamber, which is small and non-entrepreneur. A lot of entrepreneurs relate more to physical programs, this is shown through a study of Hogoh Anah Muda where Bisnes Orang Muda registrations exceeds the number of registration that Takeover had recorded.

Semua program kami dilaksanakan dalam talian. Oleh itu kami hanya boleh bekerja dalam kumpulan sedia ada yang kecil dan kebanyakannya bukan usahawan. Ramai usahawan lebih tertarik dengan program fizikal, ini ditunjukkan dengan kajian program Hogoh Anak Muda di mana pendaftaran Bisnes Orang Muda lebih tinggi berbanding pendaftaran program Takeover.



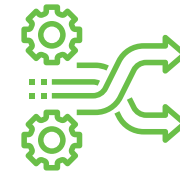
Human resource limitation Kekangan sumber manusia

Picksum only has 3 employees, and Impact Malaysia needs to merge human resource.

Picksum hanya mempunyai 3 pekerja, dan Impact Malaysia perlu menggabungkan sumber manusia.

Picksum 2021 Key Achievements

Pencapaian Ketara Picksum Sepanjang 2021



Strategy Transformation Transformasi Strategi

Through a data-centric research, we identified the need to have an ecosystem to support early-stage entrepreneurs. Thus, we managed to strategize the business model impactfully, and have a solid strategy forward.

Melalui penyelidikan berpusatkan data, kami mengenal pasti keperluan untuk mempunyai ekosistem yang menyokong usahawan peringkat awal. Oleh itu, kami berjaya menyusun strategi model perniagaan dengan berkesan, dan mempunyai strategi yang kukuh ke hadapan.



Impactful virtual programming Program Maya Berimpak Tinggi

Bisnes Orang Muda and Picksum Talks is a successful pilot in terms of quality programming, but limited reach due to MCO. Nevertheless, it was successful because we continued our engagement with 55.4% of our program graduates.

Bisnes Orang Muda dan Picksum Talks adalah program 'pilot' yang berjaya dari segi pengaturcaraan berkualiti tetapi capaian kami terhad disebabkan oleh PKP. Namun begitu, ia berjaya kerana kami masih mengekalkan hubungan dengan 55.4% daripada graduan program kami.



Pilot accelerator Pilot pemecut

Picksum piloted its first accelerator program, GIRLBOSS in conjunction to International Women's Day 2021. The 1-month accelerator was a tremendous success, and we are set to continue the accelerator program under the Picksum Labs flagship in the following years.

Picksum merintis program 'accelerator' pertamanya, GIRLBOSS bersempena dengan Hari Wanita Sedunia 2021. Program selama 1 bulan tersebut telah meraih kejayaan yang luar biasa, dan kami bersedia untuk meneruskan program ini di bawah Picksum Labs pada tahun-tahun berikutnya.



Mapping of key players in capacity-building Memetakan pemain utama pembangunan kapasiti

Due to the pivot from a marketplace to an entrepreneur development ecosystem, Picksum needed to map trainers, prominent entrepreneurs and funders to engage. We managed to map and engage enough key players to sustain our programs in year 2021-2022.

Oleh kerana Picksum telah pivot daripada 'marketplace' kepada ekosistem pembangunan usahawan, Picksum perlu memetakan jurulatih, usahawan terkemuka dan penja untuk melibatkan mereka. Kami telah berjaya memetakan dan melibatkan pemain utama yang mencukupi supaya program-program kami dapat dikekalkan sepanjang 2021-2022.

Picksum 2021 Programs & Initiatives

Program & Inisiatif Picksum Sepanjang Tahun 2021

Choosing early-stage youth and marginalized entrepreneurs is a business decision we make, and we believe that investing in them means empowering the economy and bridging economic inequalities. During the year, Picksum conducted programmes and initiatives that impacted 25,000 people.

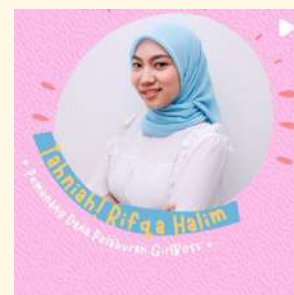
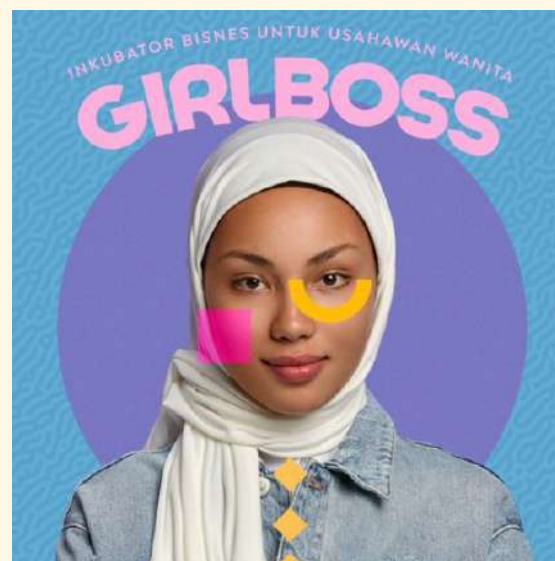
Memilih belia peringkat awal dan usahawan terpinggir ialah keputusan perniagaan yang kami buat dan kami percaya bahawa melabur dalam mereka bermakna memperkasakan ekonomi dan merapatkan jurang ekonomi. Pada tahun ini, Picksum telah menjalankan program-program dan inisiatif-inisiatif yang telah memberi impak kepada seramai 25,000 orang.

PICKSUM LABS - GIRLBOSS

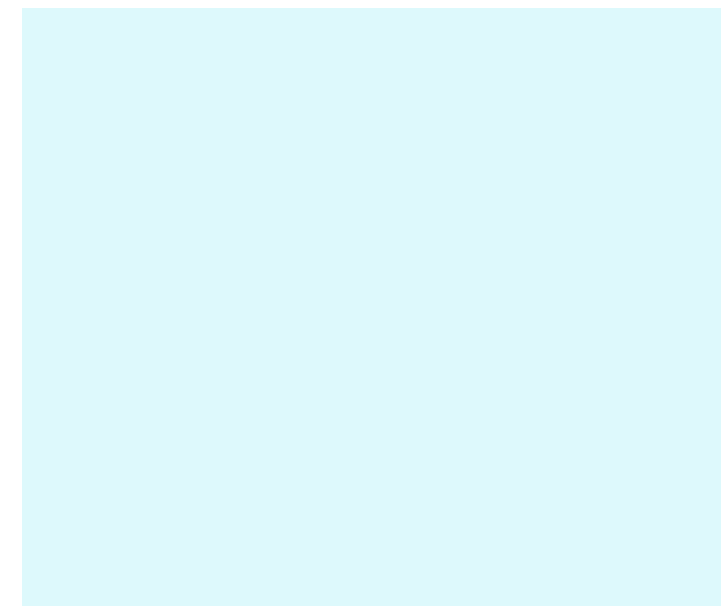
GIRLBOSS is a business accelerator for young female entrepreneurs with sales less than RM1000. This program is in collaboration with Youth Ventures. The best entrepreneur is selected to win a RM10,000 investment grant worth RM10,000. A startup from Penang, "Mi Kari Istana" by Rifqa Halim won the grant, and has increased their sales two-fold post receiving the investment grant.

GIRLBOSS adalah program 'accelerator' perniagaan untuk usahawan wanita muda dengan jualan kurang daripada RM1000. Program ini dianjurkan dengan kerjasama Youth Ventures. Usahawan terbaik dipilih memenangi geran pelaburan RM10,000 bernilai RM10,000. 'Start-up' dari Pulau Pinang, "Mi Kari Istana" yang dijalankan oleh Rifqa Halim telah memenangi dana tersebut, bahkan telah meningkatkan jualan mereka sebanyak dua kali pasca pemberian dana.

20
participants



GIRLBOSS Demo Day @ Lanai Santai, Spacerubix.



Rifqa Halim, Pemenang GIRLBOSS - Mi Kari Istana.

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	
Bisnes Orang Muda	Bisnes Orang Muda is a short workshop series for young entrepreneurs to hone their business acumen, with topics ranging from business modeling, business strategies, marketing, product development and many more. <i>Bisnes Orang Muda adalah sebuah siri bengkel pendek untuk usahawan muda untuk mengasah bakat dan kemahiran perniagaan mereka, dengan topik-topik seperti model perniagaan, strategi perniagaan, pemasaran, pembangunan produk dan banyak lagi.</i>	Beneficiaries: Young entrepreneurs	20 participants	Reach: 1,194	
	Views: 952				
	Likes: 101				
	Shares: 54				
	Episodes Episod			Date Tarikh	Topics Topik-topik
	EP 1			August 15	Meningkatkan Daya Jualan
	EP 2			August 22	Strategi Kempen Pemasaran
	EP 3			September 12	Tiktok Marketing
EP 4	September 26	Peluang Perniagaan Dari China			
EP 5	September 10	Smartphone Photography			
EP 6	September 24	Membina Sistem Ejen Dropship			



Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik
Picksum Talks	Picksum Talks is an online forum series and sharing sessions by entrepreneurs and business experts on various business-related issues. <i>Picksum Talks adalah sebuah siri forum dalam talian dan sesi perkongsian oleh usahawan dan pakar perniagaan mengenai pelbagai isu-isu berkaitan perniagaan.</i>	Beneficiaries: Young entrepreneur s	100 participants	Reach: 1,802
	Views: 51			
	Likes: 115			
	Shares: 9			
Episodes Episod	Date Tarikh	Topics Topik-topik		
EP 1	August 21	Mental Usahawan: Menangani Krisis Mental Usahawan Ketika Pandemik		
EP 2	September 18	Pivot: Adaptasi Bisnes Ketika Lockdown		
EP 3	October 23	Work-Life Balance: Mengurus Keluarga, Perhubungan dan Perniagaan		



Programs/Initiatives Program/Inisiatif	Description Penerangan	Beneficiaries Penerima Manfaat	Output Output	Analytics Analitik
Picksum Club	A community for young entrepreneurs established by Impact Malaysia to support young entrepreneurs. The community was set up with the following objectives in mind: - A networking platform for young entrepreneurs to gain experiences, tips and exploring new business opportunities. - Training and assistance to start or expand their business. - An exclusive marketing platform for young entrepreneurs. Komuniti untuk usahawan muda yang ditubuhkan oleh Impact Malaysia untuk menyokong usahawan muda. Komuniti ini ditubuhkan dengan tujuan berikut: - Platform rangkaian untuk usahawan muda menimba pengalaman, petua dan meneroka peluang perniagaan baharu. - Latihan dan bantuan untuk memulakan atau mengembangkan perniagaan mereka. - Platform pemasaran eksklusif untuk usahawan muda.	Beneficiaries: Young entrepreneurs	120 Young Entrepreneurs	nil.
Pick Some Stuff	A product review series that reviews products from young entrepreneurs to help promote their business and products through creative communications. The first series of Pick Some Stuff is hosted by Zahier, an ERA.fm personality. Siri ulasan produk yang merebiu produk daripada usahawan muda di samping membantu mempromosikan perniagaan dan produk mereka melalui komunikasi kreatif. Siri pertama Pick Some Stuff dihoskan oleh Zahier, seorang personaliti ERA.fm.	Beneficiaries: Young entrepreneurs	8 episodes	Likes: 101 Shares: 54

Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik
Hogoh Anak Muda	As a part of Hogoh Anak Muda, Picksum organized a Bisnes Orang Muda workshop in Kuantan which is a 2-day workshop on Business Model Canvas, pitching skills and a Demo Day for young entrepreneurs to pitch their business ideas for Dana Picksum seed funding. <i>Sebagai sebahagian daripada Hogoh Anak Muda, Picksum telah menganjurkan bengkel Bisnes Orang Muda di Kuantan iaitu sebuah bengkel 2 hari mengenai Kanvas Model Perniagaan, kemahiran 'pitching' dan Hari Demo untuk usahawan muda 'pitch' idea perniagaan mereka untuk menadapatkan Dana Picksum.</i>	Beneficiaries: Mass youth	42 participants	Likes: 45 Shares: 14
	Fund Recipients Penerima Dana	Nature of Business Jenis Perniagaan		Fund Dana
	Nurul Jannah Abdullah	Menjual dan menerima tempahan kek dari rumah		RM 5,000
	Asmawi bin Nazri	Perkhidmatan membaiki komputer dengan pick up dan delivery service		RM 5,000
Sekolah Buat Duit	A web series featuring tips, lessons and tricks from business coaches for young entrepreneurs, published on Youtube and IGTV. <i>Siri web yang memaparkan petua, ilmu dan tip-tip menarik daripada jurulatih perniagaan untuk usahawan muda, diterbitkan di Youtube dan IGTV.</i>	Beneficiaries: Mass youth	2 episodes	Reach: 228 Views: 145 Likes: 23
Borak Bisnes	A web series featuring stories and sharing sessions by seasoned entrepreneurs, published on Youtube and IGTV. <i>Siri web yang memaparkan cerita dan sesi perkongsian oleh usahawan berpengalaman, diterbitkan di Youtube dan IGTV.</i>	Beneficiaries: Young entrepreneur s	4 episodes	Views: 18



Hogoh Anak Muda
@ Residence Inn, Cherating Kuantan

2021 Media Coverage for Picksum

In The News: GIRLBOSS



In The News: Hogoh Anak Muda



In The News: Kata Dua





About mySukan TV

mySukan TV aims to be the leading platform for grassroots sports and talents in Malaysia, through live-streaming, news delivery, and daily videos on health and lifestyle tips.



About The Team

The mySukanTV's team was created in 2021. The team is made up of members with various experience in journalism and public relations, eager to take their experience and create a sports based platform that elevates sports reporting in Malaysia.

Tentang Pasukan

Pasukan mySukanTV telah diwujudkan pada tahun 2021. Pasukan ini terdiri daripada ahli dengan pelbagai pengalaman dalamewartawanan dan perhubungan awam, bersemangat untuk mengambil pengalaman mereka dan mencipta platform berasaskan sukan yang meningkatkan pelaporan sukan di Malaysia.

Tentang mySukan TV

mySukan TV menyasarkan untuk menjadi platform utama untuk sukan dan bakat akar umbi di Malaysia, melalui penyiaran sukan secara langsung, penyampaian berita, dan video harian berkaitan tip-tip kesihatan dan gaya hidup.

Vision Visi

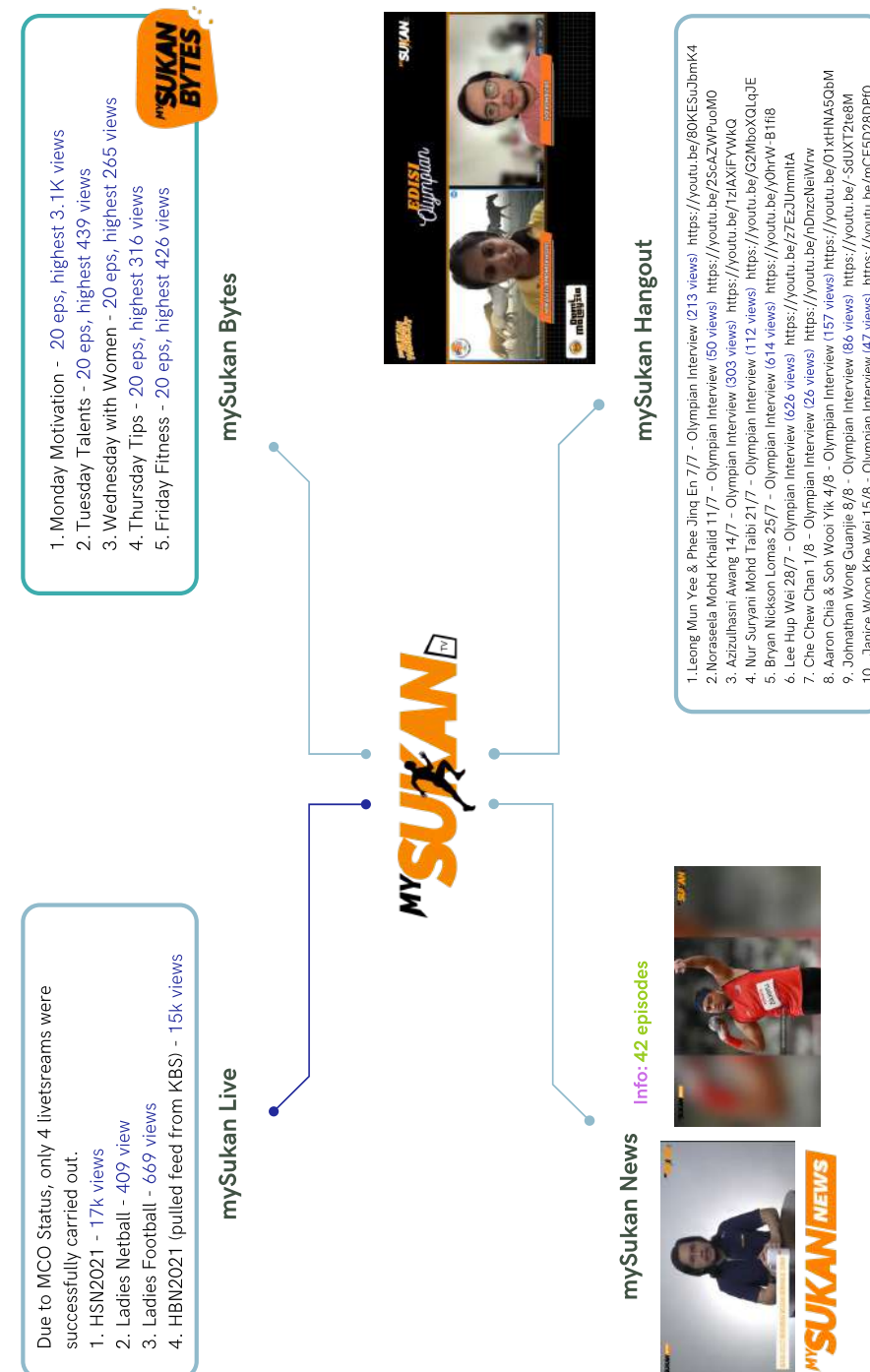
To be the leading platform for grassroots sports in Malaysia.
Menjadi platform utama untuk sukan akar umbi di Malaysia.

Mission Misi

Livestreaming and news delivery of grassroots sports in Malaysia.
Siaran langsung dan penyampaian berita sukan akar umbi di Malaysia.



Recap Programs and Activities mySukan TV 2021



Unique Value Propositions

Cadangan Nilai Unik

The only Sports Content Platform in Malaysia to livestream grassroots sporting matches in Malaysia at schools, colleges, state or national levels and also when Malaysia participates at an International Level.

Satu-satunya Platform Kandungan Sukan di Malaysia yang menyiarkan secara langsung perlawanan sukan akar umbi di Malaysia di peringkat sekolah, kolej, negeri atau kebangsaan dan juga apabila Malaysia mengambil bahagian di Peringkat Antarabangsa.

The only Sports Content Platform in Malaysia to provide Sports news coverage on sporting matches in Malaysia at schools, colleges, state or national and international level.

Satu-satunya Platform Kandungan Sukan di Malaysia yang menyediakan liputan berita Sukan mengenai perlawanan sukan di Malaysia di peringkat sekolah, kolej, negeri atau kebangsaan dan antarabangsa.

The only Sports Content Platform to elevate less popular sports.

Satu-satunya Platform Kandungan Sukan untuk meningkatkan sukan yang kurang popular.

A Sports Content Platform endorsed by the Ministry of Youth and Sports (KBS).

Platform Kandungan Sukan yang diperakui oleh Kementerian Belia dan Sukan (KBS).

Core Focus of mySukan

Fokus Utama mySukan



Livestream Matches

mySukan TV will be livestreaming selected sports matches across our channels namely Youtube and Facebook Live.

mySukan TV akan menyiarkan secara langsung perlawanan sukan terpilih di seluruh saluran kami iaitu Youtube dan Facebook Live.



Sports News

- In the form of video and editorial
- Minimum of 2 articles daily
- To be published on website and social media.
- Dalam bentuk video dan editorial
- Minimum 2 artikel setiap hari
- Untuk disiarkan di laman web dan media sosial.



Video Content

Content created in the form of talk shows, various tips, webinar and more!

Kandungan yang dicipta dalam bentuk rancangan bual bicara, pelbagai petua, webinar dan banyak lagi!

mySukan's Key Highlights 2021

Sorotan utama mySukan 2021

Coverage of the 2020 Summer Olympics and Paralympics.

Liputan Sukan Olimpik Musim Panas 2020 dan Paralimpik

Exposure of past & present Olympians through interviews.

Pendedahan Olimpik dahulu & sekarang melalui temu bual

Contests & Interaction with followers.

Peraduan & Interaksi dengan pengikut

Talents from Bytes have been featured with other media i.e Media Prima & Astro Awani

Bakat dari Bytes telah dipaparkan dengan media lain iaitu Media Prima & Astro Awani.

Demi Malaysia Video – 167K Youtube Views

Demi Malaysia Video – 167K Youtube Views

Our Olympian Contest – 71,770 Facebook Reach

Our Olympian Contest – 71,770 Facebook Reach

Kita Cakna Edisi Olimpik – 12,914 total reach

Kita Cakna Edisi Olimpik – 12,914 total reach

Majlis Pelancaran Hari Sukan Negara – First livestream and gained 15K views and 1.7K likes.

Majlis Pelancaran Hari Sukan Negara – First livestream dan mendapat 15K tontonan dan 1.7K suka.

Hari Belia Negara – 17K Views in total

Hari Belia Negara – 17K Views in total

mySukan TV 2021 Programs & Initiatives in Collaboration with The Ministry of Youth and Sports

Program & Inisiatif mySukan TV Bersama KBS Sepanjang Tahun 2021

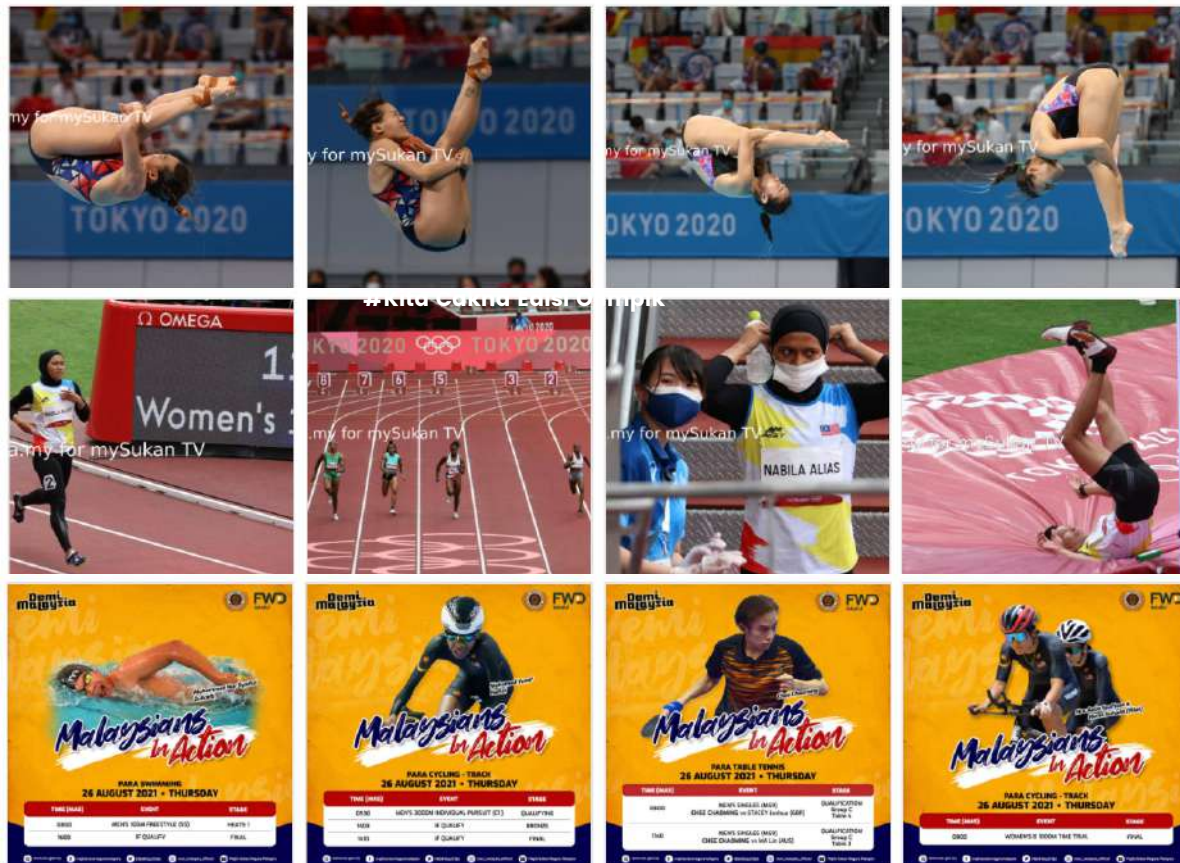
#DemiMalaysia Promo

In conjunction with the Tokyo Olympics, mySukan supported #RoadToTokyo campaign by providing a countdown to Road To Tokyo and posted the Demi Malaysia Official song to mySukan's youtube page.

Bersempena dengan Sukan Olimpik Tokyo, mySukan menyokong kempen #RoadToTokyo dengan menyediakan kira detik ke Road To Tokyo dan menyiarkan lagu Demi Malaysia Official ke halaman youtube mySukan.

KBS
Partner
Rakan Kerjasama

167K
Total Views
Jumlah Tontonan



#DemiMalaysia Campaign

#KitaCakna Edisi Olimpik

To celebrate the Tokyo Olympics, mySukan launched an online quiz where mySukan followers must answer questions regarding the history of the olympics, winners were given attractive prizes.

Bagi meraikan musim Sukan Olimpik Tokyo, mySukan telah melancarkan kuiz dalam talian di mana pengikut mySukan mesti menjawab soalan berkaitan sejarah olimpik, pemenang diberi hadiah menarik.

>20K
Total Reach
Jangkauan

701
Engagements

89
Total Participants
Jumlah Peserta

2350
Impressions



#Kita Cakna Edisi Olimpik

Our Olympian Contest

The 'Our Olympian' Contest was held to support our olympians and foster patriotic spirit in Malaysians. mySukan released posters of Malaysian Olympians and participants will have to name the Olympian and their respective sport, correctly to win an Official Demi Malaysia Tee Shirt released by the Ministry of Youth and Sports (KBS).

Peraduan 'Our Olympian' diadakan untuk menyokong olimpik kita dan memupuk semangat patriotik dalam kalangan rakyat Malaysia. mySukan mengeluarkan poster Olimpik Malaysia dan peserta perlu menamakan Olympian dan sukan masing-masing, dengan betul untuk memenangi Baju Tee Demi Malaysia Rasmi yang dikeluarkan oleh Kementerian Belia dan Sukan (KBS).

>76K
Total Reach
Jangkauan

>3K
Engagements

194
Total Participants
Jumlah Peserta

2403
Impressions

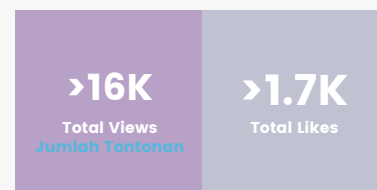


Our Olympian Contest

Siaran Langsung Hari Sukan Negara 2021

One of mySukan's key role is to provide easy access to live streaming of sporting events. In conjunction with Hari Sukan Negara, mySukan streamed the event live on Facebook. This marks the first sporting event streamed live by mySukanTV.

Salah satu peranan utama mySukan ialah menyediakan akses mudah kepada penstriman langsung acara sukan. Sempena Hari Sukan Negara, mySukan menyiarkan acara tersebut secara langsung di Facebook. Ini menandakan acara sukan pertama yang disiarkan secara langsung oleh mySukanTV.



Siaran Langsung HSN 2021

Hari Belia Negara Special: Photography Masterclass

To further celebrate the national youth day, mySukan organised a Masterclass Sports Photography Session that was delivered by our content partner, ASIANA. The workshop was held on the 30th of October. It was a 3 hours theory and a 4 hour practical class held at the MBPJ Stadium, where attendees were able to experience the process of livestreaming the TM Piala Malaysia football match.

Untuk meraikan lagi hari belia negara, mySukan menganjurkan Sesi Fotografi Sukan Masterclass yang disampaikan oleh rakan kongsi kandungan kami, ASIANA. Bengkel ini telah diadakan pada 30hb Oktober. Ia adalah 3 jam teori dan 4 jam kelas praktikal yang diadakan di Stadium MBPJ, di mana para hadirin dapat merasai sendiri proses penstriman langsung perlawanan bola sepak TM Piala Malaysia.



Photography Masterclass

#Kita Cakna Edisi Hari Belia Negara 2021

To celebrate the national youth day or 'Hari Belia Negara', mySukan created another quiz contest where participants will have to correctly identify the slogan for HBN this year.

Bagi meraikan hari belia negara atau 'Hari Belia Negara', mySukan mencipta satu lagi pertandingan kuiz di mana peserta perlu mengenal pasti slogan HBN dengan betul pada tahun ini.

>20K
Total Reach

701
Engagements

89
Total Participants

2350
Impressions



#Kita Cakna Edisi HBN2021

Siaran Langsung Hari Belia Negara



MySukan TV's video

12 weeks ago · 20.5K views



The National Youth Day event was organised by the Ministry of Youth and Sports (KBS). The celebration and event was live streamed by mySukanTV in an effort to spread awareness of the event and to celebrate the youths of Malaysia.

Majlis Hari Belia Negara itu dianjurkan oleh Kementerian Belia dan Sukan (KBS). Sambutan dan acara itu disiarkan secara langsung oleh mySukanTV dalam usaha menyebarkan kesedaran tentang acara tersebut dan meraikan golongan belia Malaysia.

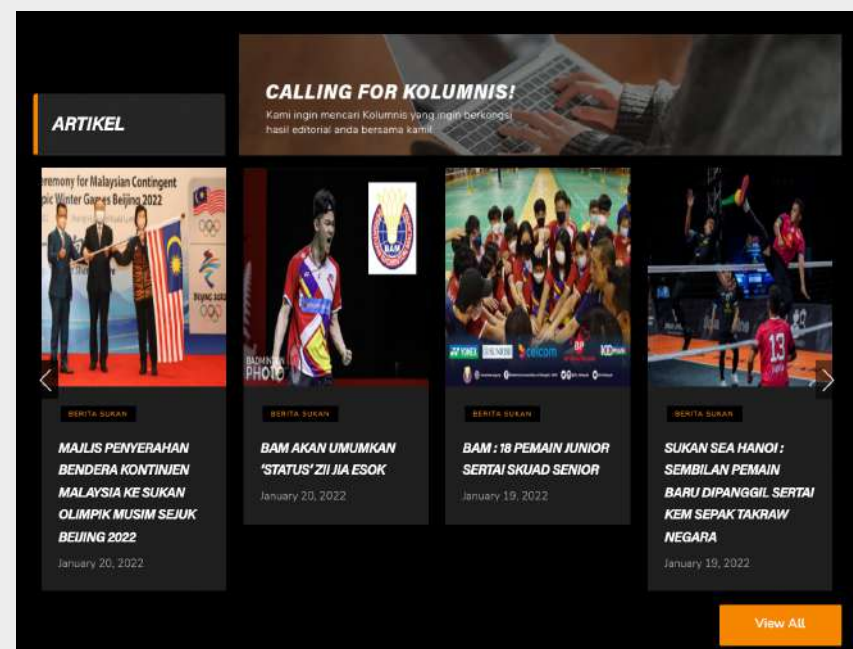
mySukan TV 2021 Programs & Initiatives

Program & Inisiatif mySukan TV Sepanjang Tahun 2021

As a newly established brand, the first year of mySukan TV operation has successfully set a good benchmark for this business unit. Although it was only launched online, and almost the entire operation was also conducted online, mySukan TV has managed to produce 182 short videos on top of their daily article publications.

Sebagai sebuah jenama yang baharu sahaja ditubuhkan, tahun pertama mySukan TV beroperasi telah berjaya meletakkan penanda aras yang baik bagi unit perniagaan ini. Meskipun hanya dilancarkan secara atas talian, dan hampir keseluruhan operasi juga dijalankan secara atas talian, mySukan TV telah berjaya menerbitkan sebanyak 182 buah video pendek di samping penerbitan artikel setiap hari.

Programs/Initiatives Program/Inisiatif	Description Penerangan	Analytics Analitik
News Editorial	Editorial articles written by mySukan's in-house writers and published on mysukan.tv website as well as social media platforms. Artikel editorial yang ditulis oleh penulis dalaman mySukan dan diterbitkan di laman web mysukan.tv serta platform media sosial.	796 artikel diterbitkan



Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik																
mySukan Bytes	Bytes are segments to deliver brief sports info and tips, with invited guests in each episode. <i>Bytes ialah segmen untuk menyampaikan maklumat dan petua sukan ringkas, dengan tetamu jemputan dalam setiap episod.</i>	Canon	149 episodes	>11K minutes watched																
	<table><tr><th>Series Siri</th><th>Theme Tema</th></tr><tr><td>Siri 1</td><td>Monday Motivation</td></tr><tr><td>Siri 2</td><td>Tuesday Talent</td></tr><tr><td>Siri 3</td><td>Wednesday for Women</td></tr><tr><td>Siri 4</td><td>Thursday Tips & Tricks</td></tr><tr><td>Siri 5</td><td>Friday Fitness</td></tr><tr><td>Siri 6</td><td>Saturday Skills</td></tr><tr><td>Siri 7</td><td>Sunday Styles</td></tr></table>	Series Siri	Theme Tema	Siri 1	Monday Motivation	Siri 2	Tuesday Talent	Siri 3	Wednesday for Women	Siri 4	Thursday Tips & Tricks	Siri 5	Friday Fitness	Siri 6	Saturday Skills	Siri 7	Sunday Styles			
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	Siri 6	Saturday Skills																		
Siri 7	Sunday Styles																			



mySukan Bytes | Monday Motivation | Cara Atasi Gemuruh Sebelum...
24 weeks ago · 23 views
6



mySukan Bytes | Tuesday Talents | DANIA AVRIEL ALVIERA BINTI AZIF
25 weeks ago · 457 views
16



mySukan Bytes | Friday Fitness | 6 Ogos 2021
24 weeks ago · 26 views
3



mySukan Bytes | Monday Motivation | Kawalan Emosi
26 weeks ago · 49 views
8

mySukan News

This weekly news segment and on-ground interviews, will be presented by our host Ziq Rohaizad.

Segmen berita mingguan dan wawancara di lapangan ini, akan disampaikan oleh hos kami Ziq Rohaizad.



Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Minutes Watched Minit Ditonton																																
mySukan Hangout Bytes (Edisi Olimpik)	Video content creation in the form of a talk show discussing sports topics with selected coaches, athletes, or sports stars. <i>Penciptaan kandungan video dalam bentuk rancangan bual bicara membincangkan topik sukan dengan jurulatih, atlet atau bintang sukan terpilih.</i>	10 Olympian	10 episodes	Total Reach:	3,058																																
	<table><tr><th>Episodes Episod</th><th>Date Tarikh</th><th>Topics Topik-topik</th></tr><tr><td>EP 1</td><td>7 Julai</td><td>Leong Mun Yee & Phee Jinq En</td></tr><tr><td>EP 2</td><td>11 Julai</td><td>Noraseela Mohd Khalid</td></tr><tr><td>EP 3</td><td>14 Julai</td><td>Azizulhasni Awang</td></tr><tr><td>EP 4</td><td>21 Julai</td><td>Nur Suryani Mohd Taibi</td></tr><tr><td>EP 5</td><td>25 Julai</td><td>Bryan Nickson Lomas</td></tr><tr><td>EP 6</td><td>28 Julai</td><td>Lee Hup Wei</td></tr><tr><td>EP 7</td><td>1 Ogos</td><td>Che Chew Chan</td></tr><tr><td>EP 8</td><td>4 Ogos</td><td>Aaron Chia & Soh Wooi Yik</td></tr><tr><td>EP 9</td><td>8 Ogos</td><td>Jonathan Wong Guanjie</td></tr><tr><td>EP 9</td><td>15 Ogos</td><td>Janice Woon Khe Wei</td></tr></table>					Episodes Episod	Date Tarikh	Topics Topik-topik	EP 1	7 Julai	Leong Mun Yee & Phee Jinq En	EP 2	11 Julai	Noraseela Mohd Khalid	EP 3	14 Julai	Azizulhasni Awang	EP 4	21 Julai	Nur Suryani Mohd Taibi	EP 5	25 Julai	Bryan Nickson Lomas	EP 6	28 Julai	Lee Hup Wei	EP 7	1 Ogos	Che Chew Chan	EP 8	4 Ogos	Aaron Chia & Soh Wooi Yik	EP 9	8 Ogos	Jonathan Wong Guanjie	EP 9	15 Ogos
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mySukan Hangout | Edisi Olympian | Janice Woon Khe Wei
23 weeks ago · 52 views
10



mySukan Hangout | Edisi Olympian | Bryan Nickson Lomas
26 weeks ago · 45 views
9



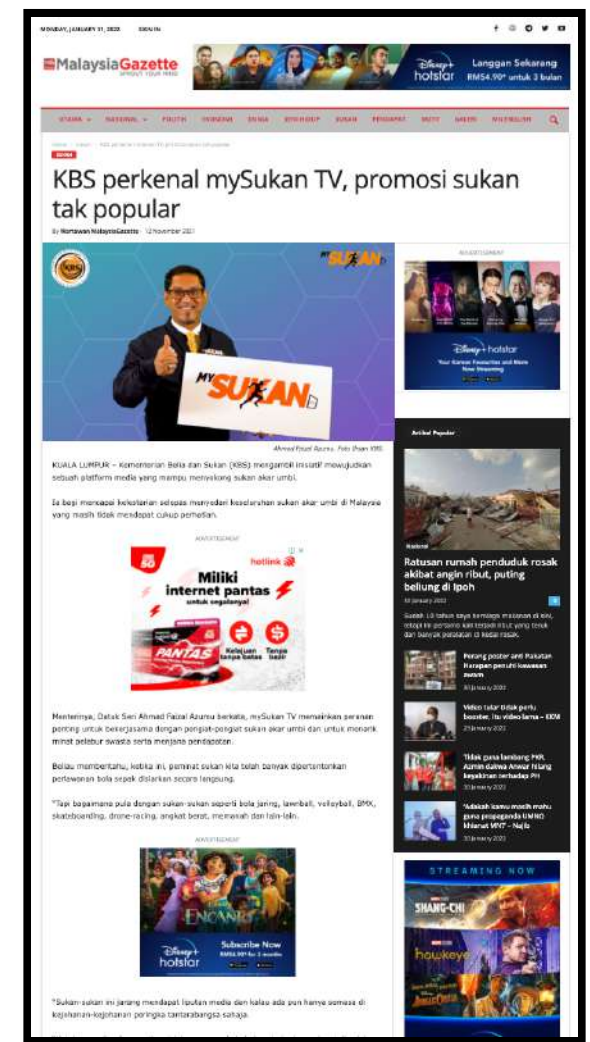
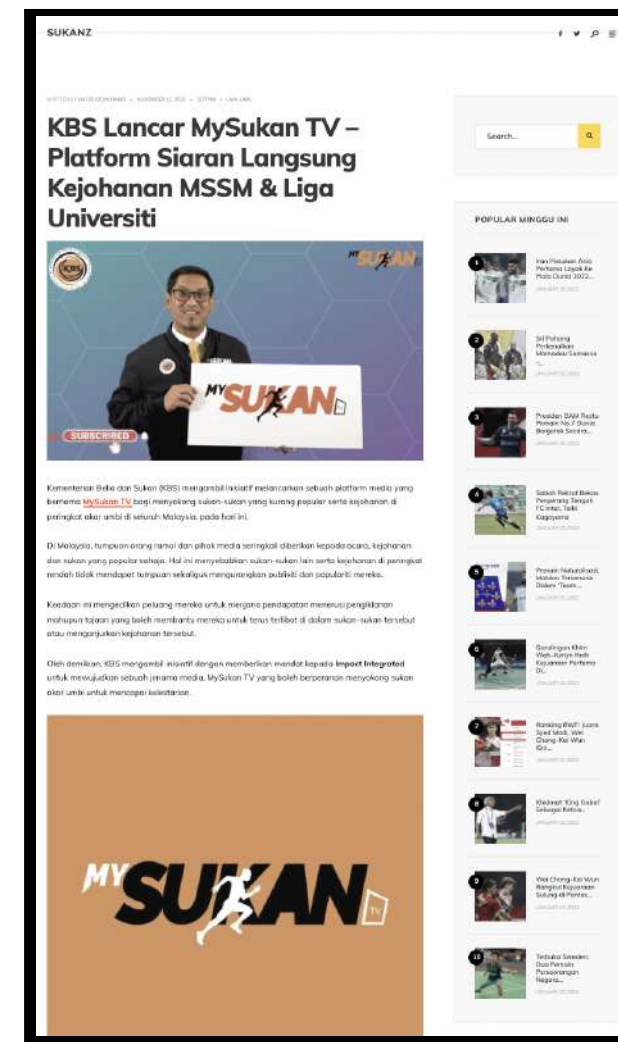
mySukan Hangout | Misi Tokyo | Nur Suryani Mohd Taibi
27 weeks ago · 26 views
6

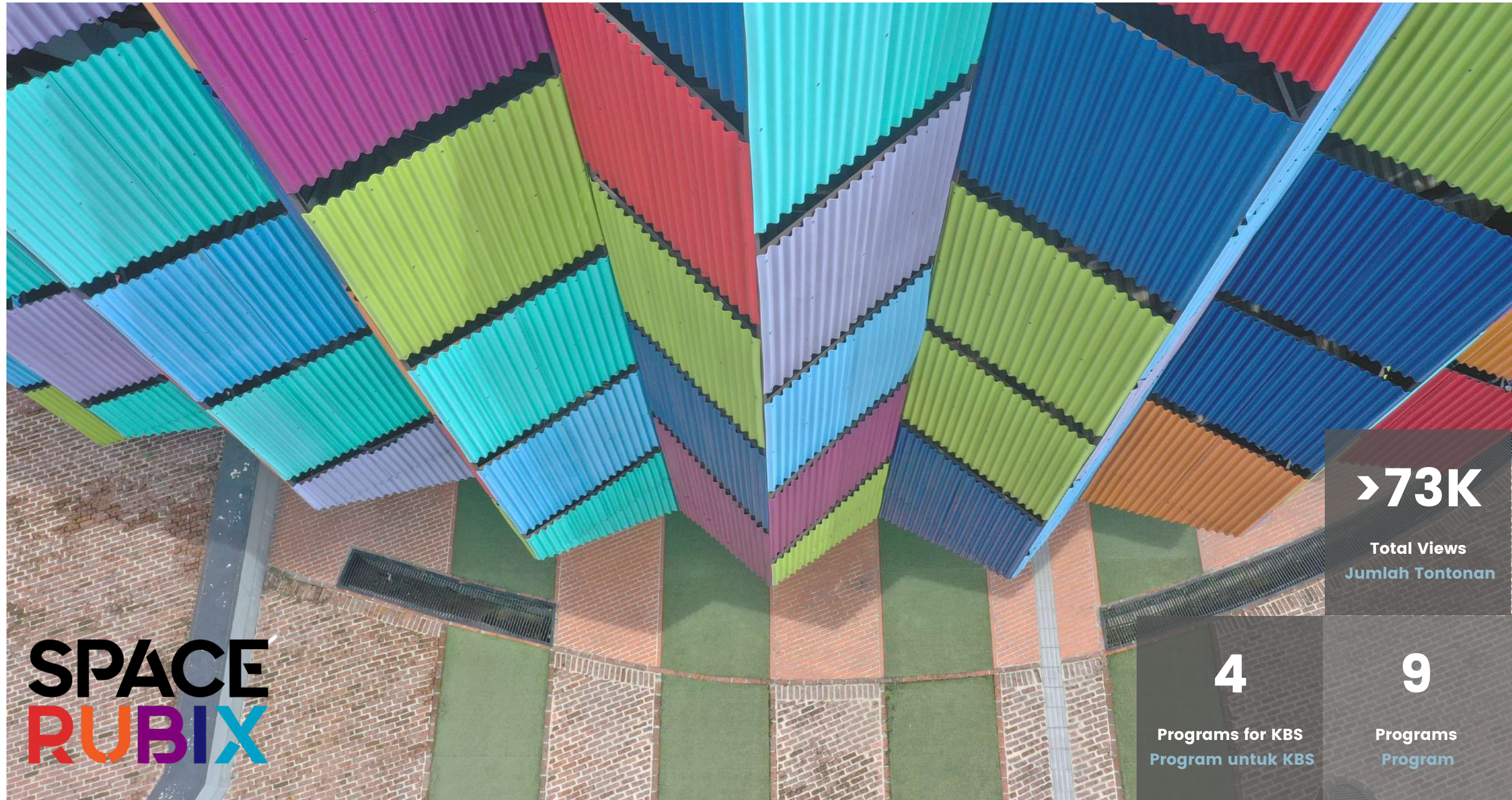
Programs/Initiatives Program/Inisiatif	Description Penerangan	Partners Rakan Kerjasama	Output Output	Analytics Analitik	Minutes Watched Minit Ditonton
mySukan Live	LIVE is a live broadcast program of sports matches aired on mySukan TV platforms. <i>LIVE ialah program siaran langsung perlawanan sukan yang disiarkan di platform TV mySukan.</i> 1. Hari Sukan Negara, 9th Oct - First Livestream on mySukanTV. Event held at Menara KBS. 2. KL Flash Netball Challenge, 23rd Oct - Semifinals held at Spacerubix, Puching at 3.30pm. 3. Bola Sepak Wanita Setiawangsa Rangers vs Gilerbola FC, 24th Oct- Held at ISKL, Ampang at 4pm. 4. Hari Belia Negara 30th Oct - Live Feed from KBS	Multiple Partners	3 episodes	>20K Views	>3K Reach
					
					
					

2021 Media Coverage for mySukan TV

Liputan Media mySukan TV Sepanjang 2021

In The News: Majlis Pelancaran mySukan TV





Practical and vibrant community space

Ruang komuniti yang praktikal dan rancak



About Spacerubix

Spacerubix is Klang Valley's most vibrant community space located in Puchong, with amenities for meetings, sports, fitness, events and cost-effective lodging. Situated in Puchong, we cater for all venue needs under the sky.

Tentang Spacerubix

Spacerubix adalah sebuah ruang komuniti paling meriah di Lembah Klang yang terletak di Puchong, dengan kemudahan untuk mesyuarat, sukan, kecergasan, acara dan penginapan yang menjimatkan kos. Terletak di Puchong, kami memenuhi semua keperluan untuk semua jenis acara.

Recap Programs and Activities Spacerubix 2021

- | | | | |
|---|---|---|---|
| <div style="border: 1px solid #007bff; border-radius: 10px; padding: 10px; text-align: center;"> Tanya Doktor
(2020) </div> | <div style="border: 1px solid #007bff; border-radius: 10px; padding: 10px; text-align: center;"> Nak Muay DMT </div> | <div style="border: 1px solid #007bff; border-radius: 10px; padding: 10px; text-align: center;"> Malaysia Esports
Festival 2021 </div> | <div style="border: 1px solid #007bff; border-radius: 10px; padding: 10px; text-align: center;"> Liga e-SUKEP
2021 </div> |
| <p>1. Posture Correction with Exercise and Its Important' (22 Jan)</p> <p>2. 'Disadvantages of taking illegal supplements to your health and body in general' (5 Feb)</p> | <p>New: Nak Muay - A virtual fitness class on 16th - 24th September 2021 for esports enthusiasts. In partnership with ESI and Discover Muay Thai.</p> | <p>New: Malaysia Esports Festival (MEF) - MEF21 features various programs in conjunction with World Esports Day 2021, Hari Belia Negara 2021 and Hari Sukan Negara 2021 such as MEF Show Matches, ESI MasterClass, Sembang Game @ MEF, esukan.fm launch, RE:LOAD & RE:PLAY Gaming Week and Para MEL21 esports league for disabled people.</p> | |

SPACERUBIX

Spacerubix 2021 Programs & Initiatives in Collaboration with The Ministry of Youth and Sports

Program & Inisiatif Spacerubix Bersama KBS Sepanjang Tahun 2021

In 2021, despite the constraints for Spacerubix to run community programs as in previous years, the business unit still had time to engage with several flagship programs by the end of the year.

Pada tahun 2021, meskipun terdapat kekangan untuk Spacerubix menjalankan program komuniti seperti tahun-tahun sebelumnya, namun unit perniagaan ini masih sempat melibatkan diri dengan beberapa program perdana menjelang hujung tahun tersebut.

MEF x Hari Belia Negara (Venue Partner)

Spacerubix was a venue partner for the Malaysia Esports Festival (MEF), a program that was run to celebrate with Hari Belia Negara and World Esports Day 2021. Spacerubix was the official venue for the ESI masterclass series that was part of MEF. ESI Masterclass are a series of Informative and free virtual classes featuring trainers from reputable esports academies. The classes were all held at Spacerubix's training rooms, which were designed to fit all types of corporate training and meeting needs.

Spacerubix adalah Rakan Lokasi untuk Festival Esports Malaysia (MEF), sebuah festival maya yang dijalankan bersempena dengan Hari Belia Negara dan Hari Esukan Sedunia 2021. Spacerubix telah menjadi lokasi rasmi untuk siri ESI Masterclass yang merupakan sebahagian daripada MEF. ESI Masterclass pula merupakan siri kelas pembelajaran maya yang berinformasi dan percuma serta menampilkan jurulatih-jurulatih daripada akademi e-sukan yang bereputasi. Semua kelas telah dijalankan di bilik latihan Spacerubix, yang direka untuk memenuhi semua jenis latihan korporat dan memenuhi keperluan.



Liga FIFA21 x Hari Sukan Negara (Venue Partner)

Spacerubix was a venue partner for Liga FIFA21, which was an esports tournament run in conjunction with Hari Sukan Negara 2021. On top of the virtual eSports tournament, to encourage physical activities, a physical FIFA21 challenge was held at Futsal Court, Spacerubix with members of Persatuan Perkhidmatan Tadbir and Diplomatik, Malaysia.

Spacerubix ialah rakan kongsi tempat untuk Liga FIFA21 yang merupakan kejohanan esports yang dijalankan sempena Hari Sukan Negara 2021. Selain daripada kejohanan eSports maya, untuk menggalakkan aktiviti fizikal, cabaran fizikal FIFA21 telah diadakan di Gelanggang Futsal. Spacerubix bersama ahli Persatuan Perkhidmatan Tadbir dan Diplomatik, Malaysia.



Inisiatif Prihatin Sukan 2021 – 100% rental waiver for all tenants

Due to inability to operate during multiple lockdowns this year, Spacerubix offered a 100% rental fee waiver for their tenants from July to December 2021. This incentive provided was in line with Inisiatif Prihatin Sukan 2021 which applied to all sporting and recreational facilities under the purview of Majlis Sukan Negara (MSN), Jabatan Belia dan Sukan Negara (JBSN), Institut Pembangunan dan Kecemerlangan Kepimpinan (i-LEAD), dan Impact Integrated.

Disebabkan ketidakupayaan untuk beroperasi semasa beberapa sekatan tahun ini, Spacerubix menawarkan pengecualian yuran sewa 100% untuk penyewa mereka dari Julai hingga Disember 2021. Insentif yang diberikan ini adalah selaras dengan Inisiatif Prihatin Sukan 2021 yang digunakan untuk semua kemudahan sukan dan rekreasi di bawah bidang kuasa of Majlis Sukan Negara (MSN), Jabatan Belia dan Sukan Negara (JBSN), Institut Pembangunan dan Kecemerlangan Kepimpinan (i-LEAD), dan Impact Integrated.

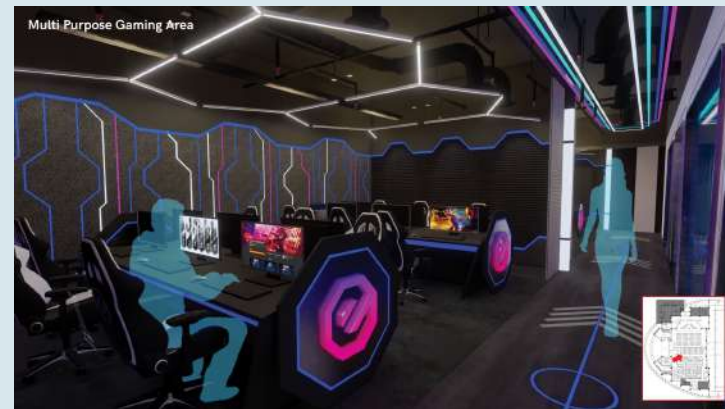
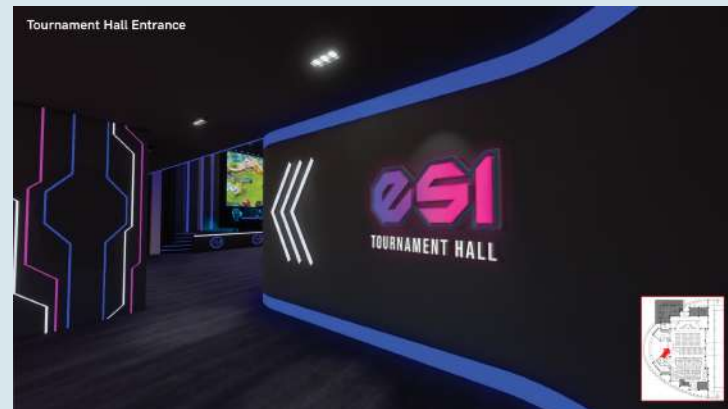
National Esports Hub

Construction of the National Esports Hub has begun in 2021 and will be completed in the first quarter of 2022. The hub is developed in the main hall of Spacerubix which has an area of 12,706 square feet.

Pembinaan Hab Esukan Kebangsaan telah bermula pada tahun 2021 dan akan siap pada suku pertama tahun 2022. Hab tersebut dibangunkan di dalam dewan utama Spacerubix yang mempunyai keluasan 12,706 kaki persegi.



Aerial view of Spacerubix



Hab Esukan Kebangsaan



Spacerubix 2021 Programs & Initiatives

Program & Inisiatif Spacerubix Sepanjang 2021

Programs/Initiatives Program/Inisiatif

Description Penerangan

Tanya Doktor

Tanya Doktor is a real time digital program that was featured live on the facebook page of Spacerubix. This program aired every other Friday at 3pm, and is anchored by young doctors. The doctors answered questions that were asked by spacerubix's social media followers and the public.

A continuation of Tanya Doktor, but with a changed format. A 2-3 minutes video highlighting various and important childcare information, i.e. how to deal with seizures, keeping your toddler safe from COVID-19.

Tanya Doktor ialah program digital masa nyata yang dipaparkan secara langsung di halaman facebook Spacerubix. Program ini disiarkan setiap hari Jumaat pada pukul 3 petang, dan dipelopori oleh doktor muda. Doktor menjawab soalan yang diajukan oleh pengikut media sosial spacerubix dan orang ramai.

Sambungan Tanya Doktor, tetapi dengan format yang diubah. Video 2-3 minit yang menyerlahkan pelbagai maklumat penjagaan anak yang penting, iaitu cara menangani sawan, memastikan anak kecil anda selamat daripada COVID-19.



Programs/Initiatives Program/Inisiatif

Description Penerangan

Youth Economic Forum

Youth Economic Forum - founded in 2016 by the Perdana Fellows Alumni Association (PFAA) - aims to promote new perspectives and insights on the state of the world, the economy, and society through constructive and fact-based discussions. Impact Integrated was a partner to the forum, and this collaboration was handled through spacerubix's team. Visit <https://www.facebook.com/yeforumasia/> for more info.

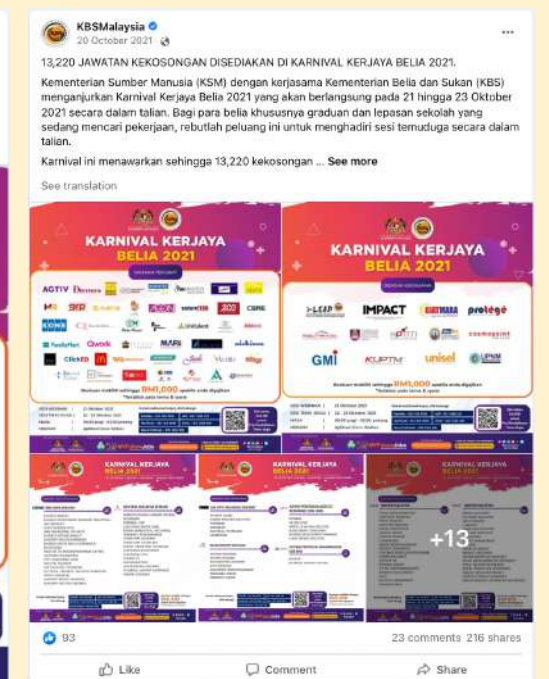
Forum Ekonomi Belia - diasaskan pada 2016 oleh Persatuan Alumni Felo Perdana (PFAA) - bertujuan untuk mempromosikan perspektif dan pandangan baharu tentang keadaan dunia, ekonomi dan masyarakat melalui perbincangan yang membina dan berasaskan fakta. Impact Integrated ialah rakan kongsi forum dan kerjasama ini dikendalikan melalui pasukan spacerubix. Layari <https://www.facebook.com/yeforumasia/> untuk maklumat lanjut.



Karnival Kerjaya Belia

Karnival Kerjaya Belia is a Virtual job fair and webinar classes, in collaboration with i-LEAD and PERKESO. Spacerubix's team was involved in the organisation of the carnival, and also in coordinating the production for YBM's perutusan video at the end of September 2021.

Karnival Kerjaya Belia ialah pameran kerja Maya dan kelas webinar, dengan kerjasama i-LEAD dan PERKESO. Pasukan Spacerubix terlibat dalam penganjuran karnival itu, dan juga dalam menyelaras pengeluaran untuk video perutusan YBM pada penghujung September 2021.





Extreme sports community space

Ruang komuniti sukan ekstrem



Kiara Skatepark Skate Area

About Kiara Skatepark Project

In 2019 until the end of 2020 Kiara Skatepark has been closed for work to upgrade the facilities of the Rakan Muda Bukit Kiara Complex which also involves small-scale renovations for the Bukit Kiara X-treme Sports Complex. Among the emerging issues voiced by users include the condition of the ramp structure which is dilapidated and in need of immediate repair.

In 2021, Impact Integrated has been given a role in managing the complex. Hence a renovation project that has been planned involving an extreme sports playing field at the Bukit Kiara X-treme Sports Complex. Two investors have collaborated on this project namely U Mobile and Vans.

Tentang Projek Kiara Skatepark

Pada tahun 2019 sehingga akhir 2020 Kiara Skatepark telah ditutup bagi kerja-kerja menaik taraf kemudahan Kompleks Rakan Muda Bukit Kiara yang juga melibatkan baik pulih berskala kecil untuk Komplek Sukan X-treme Bukit Kiara. Antara isu berbangkit yang disuarakan pengguna termasuklah keadaan struktur ramp yang uzur dan memerlukan pembaikan segera.

Pada tahun 2021, Impact Integrated telah diberi peranan dalam menguruskan kompleks tersebut. Justeru, sebuah projek pengubahsuaian yang telah dirancang yang melibatkan gelanggang permainan sukan lasak di Kompleks Sukan X-treme Bukit Kiara. Dua pelabur telah bekerjasama dalam projek ini iaitu U Mobile dan Vans.

The Rebirth of Kiara Skatepark

Pelancaran Semula Kiara Skatepark

Kiara Skatepark, which is the focal point for extreme sports enthusiasts like the skateboarding and BMX communities around Klang Valley, has now officially reopened after undergoing refurbishment and renovation works that began in early January this year. The Kiara Skatepark was initially open for a trial period on November 1st before it's rebirth on November 13, with strict compliance to standard operating procedures (SOPs).

Kiara Skatepark yang menjadi kemudahan tumpuan bagi peminat sukan lasak terutama komuniti luncur beroda dan BMX di sekitar Lembah Klang kini dibuka semula setelah siap menjalani kerja-kerja baikpulih dan pengubahsuaian yang bermula sejak awal Januari tahun ini. Pembukaan awal Kiara Skatepark kepada orang awam dengan satu tempoh percubaan yang bermula pada 1 November lalu sebelum dibuka semula sepenuhnya bermula 13 November dengan meletakkan pematuhan kepada prosedur operasi standard (SOP) di tahap yang tertinggi.



Skate School Area

Kiara Skatepark Relaunch Ceremony - 'The Rebirth of Kiara Skatepark' was graced by Yang Berhormat Senator Dato' Sri Ti Lian Ker, the Deputy Minister of Youth and Sports. Also present at the event were Ahmed Faris Amir, Chief Executive Officer of Impact Integrated as the agency assigned by the Ministry of Youth and Sports to manage Kiara Skatepark, alongside Munir Muhammad, Vans Malaysia Brand Marketing Manager and Sarah Chan, U Mobile's Senior Manager of Corporate Branding and Communications.

Majlis Pelancaran Semula Kiara Skatepark - 'The Rebirth of Kiara Skatepark' telahpun disempurnakan dengan kunjungan hormat oleh Yang Berhormat Senator Dato' Sri Ti Lian Ker, Timbalan Menteri Belia dan Sukan. Turut hadir di majlis tersebut adalah Ahmed Faris Amir, Ketua Pegawai Eksekutif Impact Integrated selaku agensi yang diberi peranan oleh Kementerian Belia dan Sukan untuk menguruskan Kiara Skatepark, bersama-sama dengan rakan kerjasama mereka iaitu Munir Muhammad, Pengurus Pemasaran Jenama Vans Malaysia dan Sarah Chan, Pengurus Penjenamaan dan Komunikasi Korporat U Mobile.



U Mobile Signage Fixture at Kiara Skatepark

The activities

Aktiviti-aktiviti yang dijalankan

One of the important activities that took place during the event was an interaction session between KBS, Impact Integrated and the stakeholders, community members and extreme sports athletes of Kiara Skatepark alongside Vans and U Mobile.

A total of 75 skateboarders and BMX players took part in exclusive time slots and tricks contests prepared specifically for the event. Among the exciting events showcased during the event was the Skate Jam Demo presented by U Mobile and Vans' Skate & BMX Pro Teams.

Salah satu agenda penting yang berlangsung semasa majlis tersebut adalah sesi interaksi antara KBS, Impact Integrated bersama-sama dengan pemegang taruh, ahli komuniti dan atlet sukan lasak di Kiara Skatepark dengan turut disertai oleh Vans dan U Mobile.

Seramai 75 orang pemain papan selaju dan BMX telah terlibat dalam slot masa eksklusif dan pertandingan kemahiran yang disediakan khusus bagi majlis tersebut. Antara acara menarik yang dipertontonkan semasa pelancaran semula tersebut adalah 'Skate Demo' oleh U Mobile Skate Jam Team dan Vans Skate & BMX Pro Teams.



U Mobile's Skate Jam demo featured RollerRatzKL (all-female rollerskating crew) and Azrul and Hail, a father-and-son (who is just 9 years old!) inline skating duo representing Wheel Love. Meanwhile, Vans Skate & BMX Pro Team featured Kiara Skatepark athletes such as Fikri, Porock, Arina, Azreen and Koya (skateboarders); and Shafiq, Botox and Mat Noor (PG) (BMX riders). In addition, U Mobile also hosted a grip tape workshop featuring Joe Ipoh from G Hard Pro Shop, whilst Vans organised the Kiara Skatepark Trick Contest.

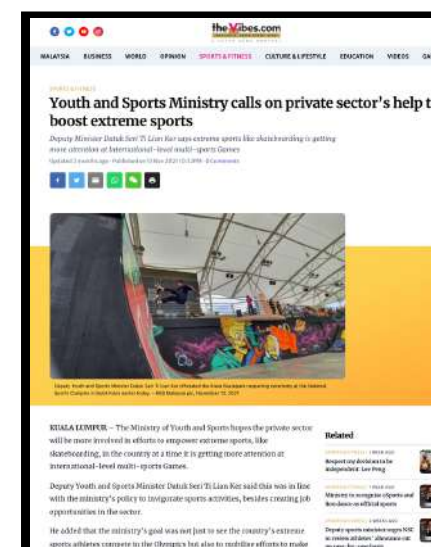
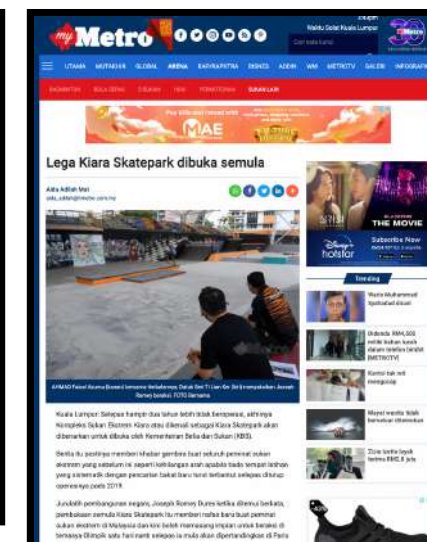
U Mobile Skate Jam mempersembahkan RollerRatzKL (all-female rollerskating crew) dan Wheel Love (inline skaters) yang turut menampilkan persembahan duo istimewa seorang ayah dan anak, Azrul dan Hail (9 tahun). Vans Skate & BMX Pro Team pula menampilkan atlet-atlet Kiara Skatepark seperti Fikri, Porock, Arina, Azreen dan Koya (skateboarders); dan Shafiq, Botox dan Mat Noor (PG) (BMX riders). Selain itu, terdapat juga 'Grip Tape Workshop' yang diaktifkan oleh U Mobile dan dikendalikan oleh Joe Ipoh daripada G Hard Pro Shop, dan juga 'Kiara Skatepark Trick Contest' yang diaktifkan oleh Vans.





2021 Media Coverage for Kiara Skatepark

In The News: The Rebirth of Kiara Skatepark



Group Corporate Directory 2021

Direktori Korporat 2021

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