



# Launch of the Master in Sustainable Development Management

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In 2016, the Jeffrey Cheah Foundation entered into a partnership with the United Nations Sustainable Development Solutions Network Association (SDSN), headed by Professor Jeffrey Sachs of Columbia University, which led to the establishment of the Jeffrey Sachs Center on Sustainable Development at Sunway University. The partnership, based on a steadfast commitment to achieving the United Nations Sustainable Development Goals (SDGs), aims to develop the expertise needed to move Malaysia and Southeast Asia forward on the path of sustainable development.

In line with this, the Center launched its first Master's programme on 8 October 2018. The Master in Sustainable Development Management at Sunway University was formulated to equip passionate, ambitious people from multidisciplinary backgrounds to become pioneers who will be adept at management and problem-solving using analytics and systems thinking guided by global concerns.

"Today, we are proud to mark another major milestone in the Center's journey – the launch of its Master in Sustainable Development Management Programme. It is our hope that this programme will produce a new generation of leaders who are

equipped with the knowledge, the science and the analytical thinking to make real, positive changes for our country, our region and our world", said Tan Sri Dr Jeffrey Cheah AO, Founder and Chancellor of Sunway University in his opening remarks.

Tan Sri Dr Cheah also announced that the Jeffrey Cheah Foundation will offer a bursary of RM30,000, more than 50 percent of the RM 50,000 fee, for the first batch of students. Tan Sri Dr Cheah stressed that achieving the SDGs is not the sole responsibility of government alone but requires the effort of every individual from academia to the private sector.

YB Yeo Bee Yin, Minister of Energy, Science, Technology, Environment and Climate Change and Member of Parliament for Bakri delivered the keynote address before officiating the launch of the Master in Sustainable Development Management programme with Tan Sri Jeffrey Cheah and Professor Sachs. YB Yeo congratulated Tan Sri Dr Cheah and Sunway University for being a pioneer in offering a Master in Sustainable Development Management programme, saying that this is a step forward for the country.

Reiterating the Malaysian government's commitment to the SDGs, YB Yeo stated that there are two



*YB Yeo delivering the keynote address.*

things that the government would not do in advancing SDGs in Malaysia.

First, she said that the government would not sacrifice economic development in the name of saving the world, as development and environmental protection can go hand in hand. YB Yeo expressed that the lives of the poor and vulnerable should not be sacrificed for the green goal. Solutions need to provide a decent livelihood to this section of the population, while also protecting the environment.

Secondly, the Malaysian government will not pay for what it did not do. YB Yeo said that developing countries like Malaysia are being told to sacrifice economic growth in order to preserve forests and reduce emissions. However, Malaysian taxpayers should not have to bear the cost of this. Instead, the developed world must pay their share for the damage they have caused.



*Tan Sri Dr Jeffrey Cheah, YB Yeo Bee Yin and Prof. Jeffrey Sachs officiating the launch of the Master in Sustainable Development Management programme.*

“The SDGs are about justice. They are not just about inequality within the country but also within regions, between the developed and developing world. We will not pay for the sins of others, but will ask for justice even on the international arena,” said YB Yeo.

To mark the auspicious occasion, Professor Sachs delivered a lecture on "How to Achieve the Sustainable Development Goals" where he spoke on the major transformation challenges of sustainable development, and its implications for Malaysia. He said that Malaysia needs to improve its quality of education; rejuvenate its public healthcare; decarbonize the energy system; end massive deforestation and overfishing; shift to smart cities and electric transport; and adopt digital technologies as the basis for transformation. On the whole, Malaysia must improve its planning, budgeting, tax collection and transparency.

“Every country must decarbonise by mid-century, without exception. This is not a choice. This is a need. If every country with fossil fuels says, “Not us please”, it will get all of us killed, I’m sorry to say. The pace in which we act is not set by fairness. It is set by our survival needs. Fairness may determine who should bear the burden of loss and damages – and the rich countries, starting with my own, have a tremendous historical responsibility. When a country is hit by a typhoon more intense than would have ever occurred without the human induced factor, let those who are historically responsible for this increased intensity share in the bill. And I pledge my voice to help Malaysia make that happen”, said Professor Sachs.

The Master in Sustainable Development Management, designed for working professionals and recent graduates, will be delivered over 18 months through classroom sessions; virtual tutorials and e-modules;

research projects; and individual and group assignments. Notable local and international faculty who are expected to facilitate the programme include Professor Jeffrey Sachs; Professor Woo Wing Thye; and Dr Guido Schmidt-Traub, Senior Fellow at Jeffrey Sachs Center on Sustainable Development, and Executive Director of the UN Sustainable Development Solutions Network.