



ALBUKHARY INTERNATIONAL UNIVERSITY
DU014 (K)

AIU 3ZERO CLUB

"Catalyst Unleashed: Shaping Tomorrow"

1st Volume

Albukhary International University
Yunus Social Business Centre



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Paper Reverse

E-Protech

Alive Shop

Therapy Lab

Plastigo

Elite Gallery

Po-Stitch



PREFACE

The 1st volume of AIU 3ZERO CLUB consists of 7 groups and forms the foundation of a project launched by students at 3ZERO CLUB, Albukhary International University. The projects are related to the 3ZERO initiative towards achieving the world of three zeros: zero wealth concentration for ending poverty, zero unemployment, and zero net carbon emission by unleashing entrepreneurship. The initiative aligns with the university's mission to serve humanity through social business in a redesigned learning environment.

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PAPERREVERSE

(3Z Registration: 458-021-022)

TURNING TRASH INTO TREASURE THROUGH ARTISTRY



PAPERREVERSE

Transforming Trash into Treasure

In a world brimming with waste and forgotten potential, a group of passionate individuals came together to rewrite the story of discarded paper. Thus, PAPERREVERSE was born, a beacon of creativity and sustainability. Petros Mwatura (Zimbabwe), the visionary founder, is no stranger to the power of upcycling. Growing up in Zimbabwe, he witnessed his uncle's ingenious artistry, transforming trash paper into intricate sculptures and chess pieces. Inspired by this memory, Petros set out to breathe life into a similar concept with a grander purpose: combat environmental pollution and inspire social change. Joined by a diverse team of five members from different corners of the world—Patrick III Senderayi (Zimbabwe), Georgina Guinevere (Malaysia), Siti Nur Aisyah (Malaysia), and Nur Fathia Andina (Malaysia)— PAPERREVERSE became more than just a club. It evolved into a movement, a mission to reduce paper waste and craft a better future.

The spark ignited PAPERREVERSE's creation and was rooted in Petros' childhood memories. He fondly remembered his uncle in Zimbabwe, who had ingeniously repurposed discarded paper into chess pieces and sculptures. This memory and the growing concern for the escalating paper waste crisis set the wheels of change. Petros envisioned a world where the art of crafting breathed new life into paper waste, simultaneously tackling environmental pollution and fostering community connection.



PAPERREVERSE

As the months rolled by, PAPERREVERSE's vision evolved and deepened. What started as an eco-friendly initiative quickly became a hub of camaraderie and creativity. The club's crafts, particularly chess sets made from upcycled paper, brought people together in friendly competition, binding communities and fostering a sense of unity. Beyond games, crafting proved therapeutic, easing stress and anxiety while enhancing moods.

On the environmental front, PAPERREVERSE left an indelible mark. The club contributed to cleaner surroundings by repurposing paper, mitigating the looming threat of overflowing landfills and ocean pollution.

PAPERREVERSE's impact extended well beyond their crafting tables. The club collaborated with local businesses to amplify their efforts. Agreements with the other 3 Zero Clubs at AIU have led to creative collaborations that repurposed discarded materials and elevated their cause. With each day that passed, PAPERREVERSE inched closer to their ambitious aspirations.

Their success lay in beautifully crafted pieces and the bridges they built between people, the environment, and the future. As their chess sets found new homes and their crafts adorned workplaces and living spaces, they moved toward an end where waste paper was no longer a problem but a source of inspiration and innovation.



FIND THEM AT:



[paperreverse](https://www.instagram.com/paperreverse)

E-PROTECH

(3Z Registration: 458-021-013)

REDEFINING ELECTRONIC WASTE MANAGEMENT FOR A GREENER TOMORROW



In the heart of AIU, five second-year Bachelor of Business Administration students, Fazlina (Malaysia), Annisa (Malaysia), Muhamad Izzat (Malaysia), and Zaliha (Malaysia), together with Ousman Ceesay (Gambia), embarked on a transformative journey. Their shared passion for sustainability and innovation led to the "E-ProTech" project, a venture dedicated to reducing electronic waste and promoting responsible recycling and upcycling of electronic items.

A startling reality confronted the team where the average cell phone user replaced their device regularly, contributing to a mounting electronic waste crisis. Most are ended up in landfills, releasing toxic substances like mercury and lead into the environment. Fueled by a determination to address this issue, E-ProTech emerged with a mission to rewrite the story of electronic waste, saving landfill space, and preventing environmental pollution.

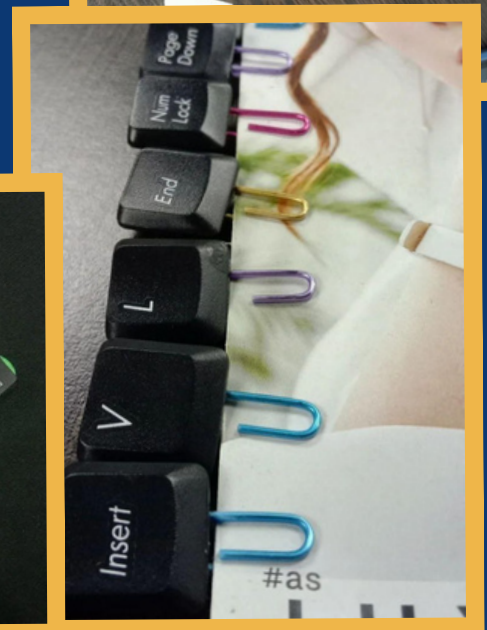
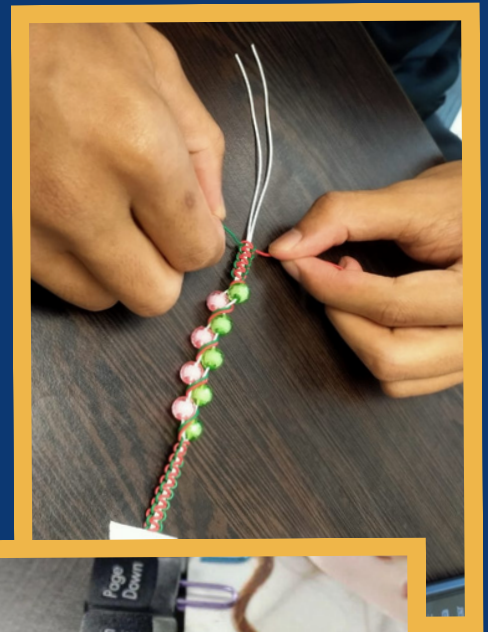


E-ProTech drew inspiration from the urgent need to combat improper disposal of electronics, driven by a desire to mitigate climate change's impact and foster responsible technology use. However, E-ProTech aimed for more than recycling; their vision extended to breathing new life into discarded electronics. They aim to craft beautiful and functional products from broken items, aligning with their commitment to sustainability.

E-PROTECH

With a clear vision, E-ProTech is setting out to make a difference. They have engaged their community by establishing e-waste collection points and knocking on doors to raise awareness of responsible disposal. These efforts yielded a collection of electronic items and a growing understanding of the importance of proper waste management. The team designed e-waste collection boxes around the university, encouraging students to contribute their broken electronics. Despite setbacks and a lack of sponsors, their dedication and progress fueled their determination to create lasting change for the environment and the community.

E-ProTech envisions partnerships with local government agencies, non-profits, academic institutions, and technology companies to amplify their impact. They aimed to continue educational initiatives, fostering environmental consciousness. E-ProTech's aspirations soared. They dreamt of a world where electronic waste is significantly reduced, contributing to a cleaner environment and a more sustainable future. They aimed to inspire others through dedication and innovation, proving that even a small group of determined individuals can profoundly impact the world around them.



FIND THEM AT:



Eprotech5

ALIVE SHOP

(3Z Registration: 458-021-025)

WEAVING SUSTAINABILITY AND SOCIAL IMPACT



ALIVE SHOP
BUY FOR IMPACT

Alive Shop is an initiative by seven dynamic individuals at AIU who have woven their passions and skills into a vibrant tapestry. Founded with a vision to combat fabric waste, specifically clothing, shoes, and handbags, this project has taken on the mantle of a thrift shop with a mission to repurpose and resell these items. At its helm is the visionary Bintang Astiana (Indonesia), the founder joined by Co-Founder Arianta (Indonesia), and a cohesive team featuring Nida Rahmalia (Indonesia), Siti Rahmah (Indonesia), Surya Adikusumah (Indonesia), Jauzaa Nuzuli (Indonesia) and Muhammad Aiman (Malaysia).

Alive Shop is not just a venture but a trailblazing pioneer of sustainable social business at AIU. Its journey is a symphony of significant milestones, each resonating with a commitment to positive change. Profits are redirected to uplift underprivileged students, exemplified by providing tablet computers to exceptional rural students at one of the primary schools in Baling, Sekolah Kebangsaan Tun Habsah in Baling, Kedah. Evolving beyond its initial scope, the project now aims to raise awareness of responsible clothing consumption.

Every profit earned is a stepping stone towards enhancing digital literacy among rural school children, forging powerful alliances with organisations, and upholding the ethical core of a social business. Through its digital presence on Instagram (@aiu.aliveshop), the initiative passionately spreads its message, sparking conversations about sustainable consumption and rallying support for social causes.



ALIVE SHOP

Measuring social impact reveals a vivid canvas of accomplishments. Beyond nurturing eco-entrepreneurs and imparting skills, the initiative generates income through charity programs and extends its hand to schools. Alive Shop has become a catalyst for change by empowering the community with access to affordable thrift clothing. Collaborations with environmental entities like SWcorp, MBAS, and Trash4Cash amplify its reach, heralding a greener, more sustainable future. Transparency is woven into its fabric, sustained by regular meetings that chart progress and resource allocation.

Alive Shop remains committed to accessibility for students and the ethos of social business. The horizon expands to embrace women's empowerment through upcycling, school workshops, and impactful collaborations. As a symbol of commitment to sustainability and community engagement, Alive Shop stands as a living testament to the transformative power of social businesses. Its impact reverberates within the confines of AIU and resonates far beyond, echoing the promise of positive change.



FIND THEM AT:


aiualive.shop

THERAPY LAB

(3Z Registration: 458-051-001)

FLAMES OF CHANGE: A TRAILBLAZING JOURNEY IN SUSTAINABILITY



The journey of Therapy Lab began when four friends - Nur Athirah, Nur Aneira, Nur Iman, and Nur Rihadatul Aisy, all from Malaysia, shared a deep concern for environmental issues caused by the improper disposal of used cooking oil. Despite pursuing different academic majors, including Business Administration, Marketing, Early Childhood Education, and Elementary Education, they were united by their shared passion for sustainability and the environment.

The initial spark for Therapy Lab's creation came when they decided to participate in the Ecobiz Challenge Season 4, 2022 competition. It was a turning point that allowed them to take their vision of a sustainable and environmentally friendly business from concept to reality.

Over time, their vision evolved beyond simple waste reduction. It became a mission to make a meaningful difference in the lives of individuals and communities while promoting sustainability. Therapy Lab's primary objective is to address the pressing challenge of waste reduction and environmental pollution caused by improper disposal of used cooking oil. Their innovative solution was to collect this waste oil and repurpose it into scented candles.



THERAPY LAB

These candles provided a sustainable way to reuse the oil and created a unique and eco-friendly product. Their work was closely aligned with responsible consumption and production principles, as highlighted in the United Nations Sustainable Development Goals, particularly SDG 12. Their hard work and dedication bore fruit when Therapy Lab secured a remarkable 3rd place in the Ecobiz Challenge Season 4.

This achievement propelled them to establish Therapy Lab as a registered social business formally. They rolled up their sleeves with passion and determination, began producing candles, engaging with the community, and growing their online presence to raise awareness about waste reduction and environmental protection.

To measure their social impact, Therapy Lab meticulously tracked the quantity of used cooking oil collected and transformed into candles, revenue generated from sales, social media engagement metrics, and customer feedback. These metrics served as their compass, guiding their strategies and enabling them to assess their progress and the effectiveness of their environmental and social objectives.

Community engagement is at the heart of their approach. They sought to empower students and individuals from diverse backgrounds to participate in their initiatives. They hired part-time students for marketing roles and considered individuals from lower-income backgrounds for production positions. This approach enhanced their social impact and fostered diversity and inclusivity within their project. Collaborations with local restaurants, food vendors, and waste management organisations played a pivotal role in amplifying the effect of Therapy Lab. These partnerships ensured a steady supply of used cooking oil, allowing them to fulfil their mission effectively.



THERAPY LAB

Transparency and responsible resource management were non-negotiable for Therapy Lab. They strongly emphasised ethical sourcing and reliable production processes to meet social and environmental goals while maintaining clarity and ethical standards. Therapy Lab's aspirations were grand. They aimed to expand their business operations, increase their social and environmental footprint, and become a recognised sustainable product brand. They envisioned partnerships with giant corporations, government entities, and international organisations to drive their cause forward on a broader scale.

As founders of Therapy Lab, their journey underscored the power of innovative solutions, community engagement, and sustainable practices in addressing complex environmental challenges while empowering individuals and fostering economic and social well-being. The journey began with passion and purpose, and they were determined to continue positively impacting the world.



FIND THEM AT:



PLASTIGO

(3Z Registration: 458-021-024)

CRAFTING ENVIRONMENTAL CHANGE FROM PLASTIC WASTE



Confronted by the detrimental environmental impact of plastic, a group of diverse students, Abboudi (Somalia), Vanessa (Tanzania), Hekmatullah (Afghanistan), Farhana (Bangladesh), Dian (Indonesia), Ririn (Indonesia), and Abdullah (Gambia), embarked on a remarkable journey that would forever transform their lives and the world around them. Their seniors established Plastigo and passed it down to them. Fueled by a shared concern for the environment, this dedicated group united under a common purpose: to combat the insidious impact of plastic waste. They observed the devastating impact of plastic pollution on their environment and were motivated to create a change.

The catalyst for their mission was the distressing reality of plastic's detrimental impact on their surroundings. Faced with this undeniable reality, they felt obliged to act. Their main goal is to transform discarded plastic bags into reusable items. Thus, coasters, containers, and handbags emerged as symbols of their dedication to eradicating plastic waste pollution from the vicinity of their university.

Their inspiration emerged from witnessing the devastating impact of plastic waste on the surroundings. Their initial goal was to address the growing environmental challenge of plastic pollution. As they delved deeper into their mission, they recognised that their efforts could profoundly impact local communities and the environment. Plastigo addresses this challenge by collecting, recycling, and upcycling plastic waste into innovative and practical products like



PLASTIGO

coasters, containers and handbags. Through their initiatives, they divert plastic from landfills and create economic opportunities for ourselves.

Plastigo was more than a creative outlet; it was a vessel for change. The students masterfully tackled the dual challenges of pollution and economic stagnation by recycling and upcycling plastic waste into practical, inventive products. Community engagement is the heart of their philosophy; through workshops, campaigns, and collaborative endeavours, Plastigo empowered local communities to reclaim ownership of environmental sustainability. Expanding their influence, they extended their outreach to Albukhary International School and Autism school in Perlis, sharing their knowledge and nurturing young minds to craft with plastic waste.

Plastigo aims to become a centre for environmental education, innovation, and sustainability. They hope to innovate and diversify their products to a broader base, establishing an online presence and welcoming more collaboration with various institutions and NGOs. They envision Plastigo as a platform that continues tackling plastic waste and as an incubator for ideas, solutions, and partnerships that address broader environmental challenges. Through local empowerment and global collaboration, they aim to inspire a world where environmental responsibility is a shared value.



FIND THEM AT:



Plastigo.000

ELITE GALLERY

(3Z Registration: 458-021-015)

UNVEILING HIDDEN TALENTS AND AMPLIFYING VOICES THROUGH ART



Iqra Asif (Pakistan), Yeasmin Akhtar (Bangladesh), Kanij Fatema (Bangladesh), Fatoumata Gassama (Gambia), and Jahidul Islam (Bangladesh), driven by the disparity in representation, launched Elite Gallery in April 2023. Their mission is to uplift and showcase underrepresented artists, celebrating their vibrant creativity.

The inspiration behind founding Elite Gallery was realising the immense untapped potential among underprivileged artists. Witnessing these talented individuals' struggles in gaining recognition and fair compensation for their work ignited a passion to create a platform to bridge this gap.

Elite Gallery is a creative social business selling art and fostering a vibrant community. The main inspiration of Elite Gallery is everyone in society who strives and struggles to get opportunities and all those artists of the past who died without getting recognition during their lifetime, such as Vincent van Gogh, Paul Gauguin, and many other famous artists, who were not recognised during their lifetime but received recognition after death.

Elite Gallery is not more than just an art gallery; it is a movement, a social business committed to breathing life into art and artistry. Every brushstroke carried a story; every stroke of the brush was a conduit for social change. This vision led Elite Gallery to expand beyond traditional exhibitions into creative workshops, impactful collaborations with NGOs, and partnerships with educational institutions.



ELITE GALLERY

Elite Gallery has faced its share of challenges along the way. One is gaining the trust of artists who had been ignored for too long, which required persistent efforts and genuine connections. Bridging the gap between art and individuals with limited exposure to the world of creativity demanded innovative storytelling and outreach. However, within each challenge, Elite Gallery found an opportunity to excel. Their impactful work shone through in the transformed lives of individuals. Among them, Maya's story stood out as a beacon of hope. A student with an innate talent for painting, Maya had long hidden her artistry due to a lack of opportunity. However, Elite Gallery's commitment to empowerment gave her the courage to showcase her work, leading to a newfound recognition.

The collaboration that followed, where Maya's art graced hand-painted T-shirts, symbolised the essence of Elite Gallery's mission – to unearth potential, empower the unnoticed, and create an avenue for artistic expression.

The Elite Gallery's impact extends beyond the art world and the local community. Elite Gallery bolstered the community's creative fabric by embracing artists from diverse backgrounds and providing them a platform. Students who were once hidden gems now proudly showcased their talents on T-shirts, spreading their creative essence to all corners of society.



Gazing into the future, Elite Gallery is committed to transforming art. Their aspirations included a global reach, with art touching lives across continents. An online store and creative workshops are envisioned to inspire and educate. However, at the core of their vision, Elite Gallery remained a beacon of creativity, a place where the power of art collided with the spirit of change.

FIND THEM AT:



[elite.gallery.aiu](https://www.instagram.com/elite.gallery.aiu)

PO-STITCH

(3Z Registration: 458-021-012)

STITCHING TOGETHER A SUSTAINABLE FASHION REVOLUTION



STITCH TO IMPACT

Within a pocket of AIU, a varied assembly of five students, each from distinct origins, converged due to their joint enthusiasm for fashion intertwined with a profound dedication to preserving the environment. Ruzige Peter (Rwanda), Siti Nur Alia (Malaysia), Umar Bakar (Malaysia), Nik Nur Harris (Malaysia), and Swabra (Uganda) pursued their Bachelor of Business Administration degrees. Still, their hearts beat to the rhythm of fashion, and the urgency of environmental sustainability consumed their minds. As they embarked on their academic journey, these students faced a pressing question: How could they combine their love for fashion and sewing with a deep commitment to preserving the environment? It was a question that weighed heavily on their hearts, and they knew they had to find an answer.

In July 2022, an extraordinary idea was born. They named it "Po-Stitch," a clever fusion of "Positive Stitch," reflecting their vision to stitch together a more positive and sustainable future for fashion. Po-Stitch's mission was crystal clear: to breathe new life into old and discarded fabrics, to transform them into fashionable, reusable products, and to leave a positive impact on both the environment and society.

Their journey began with a simple yet profound concept: to tackle the fashion industry's grave environmental challenges. The industry had long been criticised for its unsustainable production and consumption practices, contributing to the alarming accumulation of textile waste in landfills.



PO-STITCH

Po-Stitch knew that something had to change. They were determined to address this problem head-on, starting with their local community in Malaysia. Their plan was straightforward:

- Collect old fabrics from landfills and donations.
- Brainstorm creative ways to transform them into valuable items.
- Set the wheels of production in motion.

Nevertheless, Po-Stitch's impact went beyond just addressing the environmental crisis. They were also committed to redefining the fashion industry's role in climate change. The fashion industry, ranked as the third-largest polluting sector globally, was responsible for 10% of global greenhouse gas emissions and emitted a staggering 1.2 billion metric tonnes of carbon dioxide yearly. Po-Stitch was determined to be part of the solution, not the problem.

Their journey was marked by remarkable milestones that showcased their dedication and impact. They clinched the AIU Hult Prize Competition in 2023, validating their idea and earning crucial recognition and support. Representing AIU at the Taipei Hult Prize Regional Summit put them on an international stage, allowing them to share their vision with a global audience. Winning the Best Global 3Zero Club award demonstrated that their impact extended beyond their local borders.



PO-STITCH

In the marketplace, Po-Stitch thrived. They sold over 600 products, diverting significant textile waste from landfills. But their impact was not just economic. They provided employment opportunities for underprivileged groups, offered training and support, and fostered financial stability within their community. Challenges required supply for Po-Stitch. Sourcing quality materials was an ongoing struggle, as they had to ensure that discarded textiles met their standards. Scaling production to meet growing demand required relentless optimisation of their processes. Marketing their sustainable fashion products in a world dominated by fast fashion was another obstacle they faced.

Despite these challenges, Po-Stitch continued to grow and thrive. They actively engaged with their local community, educating consumers about sustainable fashion practices and offering incentives for recycling. Their commitment to open communication, financial transparency, and responsible resource use ensured the organisation's accountability.



As Po-Stitch looked to the future, their aspirations were boundless. They aimed to establish their small recycling factory, dramatically increasing their capacity to transform old clothes into new treasures. Their vision included expanding their collection stores across multiple states in Malaysia, offering more employment opportunities, and ramping up their marketing efforts.

Po-Stitch had woven a remarkable thread in the grand tapestry of fashion and sustainability. They had stitched together fashionable products and a brighter, more sustainable future for our planet. Through their dedication, passion, and unwavering commitment, Po-Stitch had proven that fashion could indeed be a force for good.



FIND THEM AT:


[po_stitch_official](https://www.instagram.com/po_stitch_official)



"inspiring minds"