



KUALA LUMPUR CONVENTION CENTRE

# Legacy Programme

V012024



Your event has the power to create a lasting impact. Our Legacy Program empowers event organizers to choose a cause you care about and leave a positive footprint long after their event.

Your attendees will not only be part of a successful event, but also contribute to a cause they care about.

The Legacy Program offers three distinct streams to tailor your legacy project. Whether you want to empower local communities, champion environmental responsibility, or pursue another social good, we'll help you find the perfect fit. We will connect you with established partners whose values resonate with your event's goals, making it effortless to give back and create a lasting impact.

Contact us at [marcom@klccconventioncentre.com](mailto:marcom@klccconventioncentre.com) today to explore how our Legacy Programme can transform your vision into reality.



KUALA LUMPUR CONVENTION CENTRE

# Helping Those In Need

## Stream One



NATIONAL  
KIDNEY  
FOUNDATION  
MALAYSIA





# LEAVE A LEGACY OF HEALING PARTNER WITH NKF

Imagine your event leaving a profound mark, a lasting contribution that goes beyond the closing ceremony. Partnering with the National Kidney Foundation (NKF) through our Legacy Program offers the opportunity to create a tangible legacy that saves lives.





The National Kidney Foundation (NKF) is doing critical work supporting people with kidney disease in Malaysia. Every year, they need RM25 million to subsidize dialysis treatment for 1,700 patients across their 28 centers nationwide.



NKF is a non-profit charity organisation that was established in 1993 with the mission to raise the standards of care they provide to patients with kidney failure and those who are suffering from various kidney-related diseases.

NKF's patients are generally from the lower income group, and they help by subsidising the cost of the patients' dialysis treatment at a RM50 nominal fee per dialysis session.

Every year, NKF needs to raise close to RM25 million to subsidise dialysis treatments costs for 1,700 patients at their 28 dialysis centres nationwide.

The work of NKF is close to the hearts of the people in the Centre. We have supported NKF for many years. In 2016, we donated 2 dialysis machines to NKF.



### A Growing Need in Malaysia:

Malaysia faces a critical challenge. Kidney failure cases are rising at an alarming rate, with a staggering 13% annual increase over the past decade. This growing burden highlights the crucial role of organizations like NKF.



Kidney disease disproportionately impact those who can least afford it. The high cost of dialysis leaves many struggling, but the National Kidney Foundation (NKF) offers a lifeline – subsidized treatment for 1,700 patients across 28 centers.

Your event can be a powerful force for change. Partnering with NKF through our Legacy Program allows you to create a legacy that saves lives.

### Here's how your event can make a real difference:

Set up an informative NKF booth where delegates can donate and learn more about kidney health. NKF can highlight the importance of prevention, provide educational materials, and showcase the impact of your event's contributions.



KUALA LUMPUR CONVENTION CENTRE

# Helping Those In Need

Stream One

**Living**  
**HOPE**

**GENERASI**  
**Emilang**  
*Love transforms lives*







A non-governmental organisation (NGO) established in 2007 with a mission to bring much needed help towards the education, feeding and clothing programmes of underprivileged children in Malaysia and strive to ensure that they get an education as a way out of the vicious cycle of poverty.



Established in 2011, is an NGO that believes that “love transforms lives”. They work to ensure children from vulnerable communities have increased access to education and opportunities to acquire skills so they can break out of the poverty cycle. As well as to improve socio-economic situation in these families so that these children are raised in a safe family environment.





### **Help Underprivileged Children Through Your Event**

Over 1 million Malaysian children lack access to education, a basic right many of us take for granted. Poverty and location create unfair barriers, keeping these bright minds from experiencing the joy of learning.

### **Your event can be a powerful force for change**

Partner with our Legacy Program to create a lasting legacy that touches the lives of these deserving children.

### **Here's how your event can make a real difference**

Make giving easy. Host a Living Hope or Yayasan Gemiliang booth at your event, allowing your attendees to donate. Every ringgit raised goes towards a brighter future for these children. Your attendees can learn more about the challenges these children face and explore volunteer opportunities.

By creating a platform for both giving and awareness. Your event can spark a movement, ensuring every child has the chance to learn, grow, and reach their full potential.

Give the gift of education. Contact us today and explore how our Legacy Program can transform your vision into a powerful legacy of hope and opportunity.



KUALA LUMPUR CONVENTION CENTRE

# Helping Those In Need

Stream One

food  
aid  
FOUNDATION





It is a non-government organisation food bank established in 2013 that rescues surplus food and distributes it to people in need. They have collected over 1.8 million kg of surplus food worth over RM26 million and distributed over 5.2 million meals to welfare homes, refugee communities, poor families and soup kitchen.

**Here's how your event can fight food waste and nourish those in need:**

Food waste is a growing concern, but together we can make a difference. Our Legacy Programme offers solutions to ensure surplus food from your event nourishes those in need.

**Pre-Approved Surplus Donation:** Streamline the process by pre-approving the donation of any surplus cooked food from your event. We understand the importance of speed and safety, and our established procedures ensure food reaches those who need it most within a specific timeframe.

**Order Extra for a Cause:** Planning a banquet? Consider placing an additional order specifically for donation. This thoughtful act ensures delicious, fresh meals reach people in need of good nutrition.

By working together, we can ensure surplus food nourishes hungry bellies, not landfills. Let's discuss how your event can make a difference!

Contact us today to discuss how our Legacy Programme can help you implement these impactful initiatives at your event.





KUALA LUMPUR CONVENTION CENTRE

# Environmentally Responsible Events

Stream Two







Events have the power to shape a community, but also the potential to leave an environmental footprint. KLCC's Sustainability Taskforce is here to help you minimize your impact and maximize your positive contribution.

**Here is how we empower your event:**

**Sustainable Events:**

We partner with you from the planning stage, implementing strategies for waste reduction, efficient energy use, and overall sustainability. This ensures your event leaves a positive legacy that aligns with your values.

**Measure Your Success:**

Our team provides comprehensive reporting, allowing you to quantify your environmental impact and showcase the measurable difference you have made.

**Sustainability Solutions:**

**1. Waste Management Strategies:**

Our Sustainability Taskforce can help you implement effective waste reduction and recycling plans.

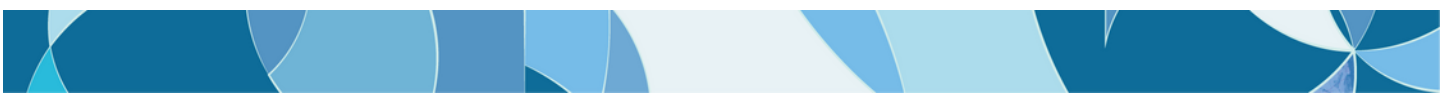
**2. Efficient Energy Use:**

Ways to optimise energy consumption at your event, minimizing your environmental impact.

**3. Sustainability Educational Campaigns:**

Engage your attendees with informative campaigns that raise awareness about sustainability issues.

**Don't just host an event, be a sustainability champion.** Partner with KLCC's Sustainability Taskforce today. Contact us to explore how our expertise can help you achieve your vision and create a lasting legacy for a healthier planet.





## Be a Sustainable Champion: Plan a Low-Waste Event with KLCC

Reduce your footprint. Hosting a successful event does not have to come at the cost of the environment. We are committed to helping you create a low-waste event that leaves a lasting positive impression.

Here's how we can help you achieve your sustainability goals:

**Waste Management from the Start:** We place a strong emphasis on waste management and segregation in our exhibitor briefings. This ensures everyone involved understands and contributes to minimizing waste.

**Reduce, Reuse, Recycle:** We encourage exhibitors to minimise single-use materials and prioritise reusable or recycled alternatives.

**Maximise Existing Resources:** Our rigging system is designed for versatility, minimising the need for additional installations.

**Pivot to Reusables:** We promote the use of generic, reusable banners that can be customised for multiple events, reducing overall waste.

**Reward Recycling:** Take advantage of our Reverse Vending Machine program. Earn incentives for recycling plastic bottles and cans, while promoting responsible waste disposal to attendees.

**Communication is Key:** Frequent public announcements will remind attendees and exhibitors about proper waste disposal practices.

**Bring Your Own Bottles:** Encourage staff and exhibitors to bring their reusable water bottles for refilling at water stations.

Together, let's create a legacy of sustainability. Partner with us to host a low-waste event that showcases your commitment to Net Zero Carbon Events.



KUALA LUMPUR CONVENTION CENTRE

# Advance the Promotion of Local Creative Industries, Arts and Culture

Stream Three







**Creativity is the Industry of Tomorrow.  
Support the Transformation of Ideas and Imaginations into Livelihoods**

Creative industries, arts and cultures play a pivotal role in the 2030 Agenda for the United Nation Sustainable Development Goals (UNSDGs) to be successful as cultural rights, heritage, diversity and creativity are core components of human and sustainable development.

Today, more and more people are turning their ideas and imaginations into livelihoods. Creative and cultural industries generate about USD 2.25 trillion or 3% of the world's GDP, employing 30 million people worldwide.

Creativity is a renewable, sustainable, limitless resource that we can find anywhere around the world. Promoting culture and arts will enhance the appreciation of local cultures, improve the livelihood of artists and expand market access critical to supporting emerging artists.

Use creativity to unleash the transformative role of creativity, culture and arts in developing innovative solutions to spread the awareness of the 17 UNSDGs





### Embrace Malaysian Culture with Our Legacy Programme

Infuse your event with the vibrant energy of Malaysian culture! Our Legacy Programme offers a unique way to add unforgettable experiences for your delegates.

Get ready for some "Let's Have Fun with Culture" action!

This program boasts a trove of activities designed to engage your attendees and showcase the Malaysian rich heritage.

Here's how we can add some fun to your event:

**Cultural Extravaganza:** Treat your guests to a dazzling display of traditional performances. They will be enthralled by the inspiring beauty of Malay dance, the energy of an Indian act, or the captivating melodies of a Gamelan orchestra.

**Dress to Impress: Sarong, Kebaya & Batik Day!** Turn your event into a vibrant celebration of Malaysian pride! Encourage attendees to embrace the elegance of traditional attire – flowing sarongs for men, graceful kebayas for women, and eye-catching batik designs for everyone. This visual feast will create a truly unforgettable experience.

**Let's "Pull" Some Tea!** Learn the art of "teh tarik," the iconic Malaysian pulled milk tea. Watch the skillful technique as experts demonstrate the art, then participate in a friendly competition – all while enjoying this delicious beverage.

**Craft Your Legacy:** Experience the art of pewter making, a traditional Malaysian craft known for its intricate designs and lasting beauty.

**Batik Painting:** Immerse yourselves in the vibrant world of batik painting. Learn the art of using wax and dyes to create stunning patterns on fabric.



Our "Feature an Artist" program provides a unique platform to showcase emerging talents. Here's how it works:



We are proud to support ASK Dance Company, a group of passionate graduates from ASWARA, Malaysia's National Arts Academy. We believe in providing them with avenues to express their artistic vision and connect with audiences.

Promote the voices of talented emerging artists – musicians, dancers, or visual artists – by featuring them on your event webpage and social media platforms.



Take inspiration from Ayawan Musafi, a renowned local flutist whose soul-stirring melodies have captivated audiences. His story exemplifies the power of artistic expression to inspire and connect.