

A roadmap to sustainability for Malaysia's national postal service

Pos Malaysia embraces data to reduce emissions, cut waste and modernize its workforce





Call for change

A roadmap to sustainability

Malaysia's national postal service, Pos Malaysia Berhad, has a long history of connecting people that stretches back to the early 1800s. After playing an important role in Malaysia's rapid economic development, Pos Malaysia is now building on this success with a strategy that will help put the organization on a path toward sustainability goals while ensuring its workforce has the future skills to excel in the years to come.

In line with the Malaysian government's pledge to be [carbon neutral by 2050](#), Pos Malaysia has unveiled a strategy that will help ensure its operations are environmentally friendly while upgrading the skills of its more than 18,000 employees.

With this strategy, the company is aiming to meet key targets by 2025:

- Reduce 30% of [Scope 1&2](#)¹ emissions and 50% of direct waste
- Implement a future skills program and digital learning platform with 50% of the training delivered via the platform

These objectives are in line with the Sustainable Development Goals established by the United Nations, and will adhere to regulatory requirements for Environmental, Sustainability and Governance (ESG).

Pos Malaysia has ambitious targets for 2025. With Accenture's help, Pos Malaysia is implementing innovative strategies and solutions that will help the organization reach those targets.

When tech meets human ingenuity

Deploying data and technology

As the national postal service with a proud history of adapting to change, Pos Malaysia is ready to tackle the challenges that lie ahead.

Together with Accenture, Pos Malaysia embarked on a comprehensive strategic analysis of the organization's approach to sustainability including a peer comparison and baseline analysis of the three key goals for waste, emissions and workforce training.

This analysis created a big picture view of the challenges, while generating specific recommendations that will transform these challenges into opportunities. Drawing on Accenture's extensive experience as an advisor to the world's biggest government agencies and companies, Pos Malaysia has developed several initiatives to drive action.





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These strategic initiatives include:

- 01 Optimizing the company's fleet** of postal delivery vehicles to reduce idle time and fuel use while deploying Internet of Things (IoT) and vehicle tracking to create more data and visibility
- 02 Upgrading the fleet** by introducing electric vehicles and hybrids
- 03 Greener buildings** to help reduce CO₂ emissions at over 90% of retail and warehouse locations with the help of IoT and data-driven insights
- 04 Recycling and reuse of materials** through improved sorting and a ban on single-use plastics at more than 90% of their premises
- 05 Environmental incentives** for eco-conscious consumers who will be encouraged to use sustainable packaging materials, return recyclables to retail outlets, and track their carbon footprint with an environmental impact calculator
- 06 Introduce future skills via digital learning** to prepare employees for the arrival of IoT, electric vehicles and other technology

A valuable difference

Measuring success

The team at Pos Malaysia understands that it's not enough to simply promise change. There must be a rigorous assessment of the journey to show progress and transparency to the people and organizations it serves.

Together, Accenture and Pos Malaysia have developed a framework to improve sustainability with the help of a Sustainability Centre of Excellence (CoE) that reports to the C-Suite and board. The CoE is responsible for overseeing the organization's initiatives as well as the management and reporting of data to ensure these initiatives meet established KPIs and targets.

With these plans in place, Pos Malaysia hopes to meet its goals, including:

- Up to 30% lower Scope 1 & 2 CO₂ emissions by 2025 and up to 70% by 2050
- Up to 50% of waste recycled or reused by 2025
- Up to 20% of employees upskilled by 2025
- Up to 50% of training digitized by 2025

Pos Malaysia is embracing the future. The planned reductions to emissions and waste, along with rapid progress on upskilling its workforce, will help ensure this national icon continues its centuries-long contribution to Malaysia's development, with a commitment to sustainability in the years to come.

“Pos Malaysia had the pleasure of working with Accenture on our Sustainability Project called Pos Hijau. We are passionate about building trust to connect lives and businesses for a better tomorrow, and Pos Hijau is key to delivering on our promise of leaving the world a better place for future generations. Accenture has provided us with clear roadmaps guided by data-driven targets to enrich our working practices and deliver on our ESG initiatives.”

Charles Brewer

Group Chief Executive Officer
of Pos Malaysia Berhad



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