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AFT Sustainable Planetary Health Hackathon






15 & 16 November 2025

Ref: [Festival Intro Deck – Malaysia Prospectus](#)



AFT Sustainable Planetary
Health **Hackathon**

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AFT Sustainable Planetary Health Hackathon

What is it?

The AFT International Sports Fitness Festival presents the **AFT Sustainable Planetary Health Hackathon**, an exciting 6-month series of events to develop creative and practical solutions for a healthier planet and healthier people.

This hackathon focuses on the concept of planetary health, which recognises that the health of humans and the environment are deeply connected and aims to find solutions to close the gap so that no one is left behind.

What can we expect?

The **AFT Sustainable Planetary Health Hackathon** is a creative event where people from different backgrounds like healthcare, technology and design come together to solve health related problems. Participants submit an expression of interest to participate. They are then grouped together by the Event Secretariat, where groups can consist of a mix of students, left behind groups like Orang Asli communities as well as industry representatives. Participants will learn to work as a virtual team, pooling ideas and innovation and building practical solutions in a short time.

Methodology



Hackathon Mission

1. Foster Innovation and Creative Problem Solving

2. Accelerate Tech Driven Solutions.

3. Build Strong Creative Tech Community

4. Empower Emerging Talent

5. Encourage Entrepreneurial Thinking

6. Celebrate the Culture of Hacking for Good

7. Promote Collaboration across Disciplines

8. Foster Social Cohesion through Inclusive Partnerships

At a glance

Beneficiaries

- ▶ Youth (16-42 years)
- ▶ Women
- ▶ Members of the B40, Persons with Disabilities, Individuals Not in Employment Education or Training (NEET), Self-employed individuals, individuals employed in the Gig Economy.

Industry Sectors

- ▶ STEM; Science, Technology, Engineering, Mathematics
- ▶ ARTS; Film, Media, Arts & Culture, Tourism

Collaborative Partnerships

- ▶ Governments
- ▶ Corporations
- ▶ Universities
- ▶ Civil Society Organisations

Timeline

6-months from June 2025 – November 2025)

Key Partners

- ▶ Ministry of Health
- ▶ Malaysia Digital Economy Corporation (MDEC)
- ▶ Society for the Promotion of Sustainable Development Goals (APPGM-SDG) - under the Ministry of Finance
- ▶ City Hall of Kuala Lumpur (Dewan Bandaraya Kuala Lumpur)
- ▶ Sustainable Planetary Health Industry Leaders



SUSTAINABLE DEVELOPMENT GOALS

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1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Programme Flow

Contribute to sustainability planetary health solutions powered by creativity technology

*Expression
of Interest*

Grouping of Participants

- University Students
- Medical & Allied Health Students
- Creative Technologists
- Developers & Designers
- Startups & Entrepreneurs
- Urban and Rural Poor including Orang Asli Communities

Mentors & Evaluation Panel

- Civil Society Organisations such as UN, UNICEF, WHO etc.
- MDEC
- APPGM (MOF)
- JAKOA
- Professionals & Community Leaders

*Capacity
Building &
Mentoring*

Skilling

- Series of workshops to train participants in SDGs and methodologies of proposal-making, storytelling & pitch.

*Evaluation
Criteria*

UN SDGs + AFT's Move8 Pillars of Wellness

1. Find your 8 – Community connectivity.
2. Movement Therapy - Physical activity.
3. Listen by Heart - Empathy and mental health.
4. Food is Medicine - Nutrition and dietary education.
5. Mental Wellbeing – Stress, burnout and emotional health.
6. Sleep Science - Innovate around sleep sufficiency.
7. Purpose & Passion - Personal growth and health goals.
8. Digital Connection - Bridge gaps in care with IT tools.

*Shortlisting
Winners*

Top 20 winners guided to have their proposals ready for live-pitch.

Top 3 winners will be rewarded with prize money and mentoring support and go for MYSDG MOF grant

*Prize Award
& Walkathon*

Collaborative Partner, **Digital Economy**



Malaysian Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation. By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians. MDEC empowers the nation by upskilling Malaysians to be digitally savvy, providing digitalisation support to businesses, supporting tech companies in expanding internationally and driving investment in the digital economy.

Vision

Is to transform Malaysia into a preferred hub for world class digital businesses and talents.

Mission

Is to drive Malaysia's digital economy through catalytic initiatives, strategic investments, and inclusive policies, aiming for the country to become a preferred hub for digital businesses and talents

Collaborative Partner, City Council



Dewan Bandaraya Kuala Lumpur

To achieve the progress, prosperity, and well-being of Kuala Lumpur through well-planned and coordinated physical development, socio-economic programs, planning control, and municipal services, all guided by excellent governance.

Vision

A Prosperous City for All by 2030

Mission

DBKL SHARED VALUES - The four main elements of DBKL's management policy to ensure that DBKL's vision and mission are achieved and implemented.

- **Dynamic** - Committed to making adaptations and leading innovation and progress towards a more prosperous city.
- **Bijaksana** - Committed to the planning and development of Kuala Lumpur to remain sustainable, livable, and competitive by utilizing all acquired knowledge and skills.
- **Kreatif** - Visionary and capable of creating, producing, and expanding original ideas and thoughts to lead the organization toward progress.
- **Lestari** - Sincere in upholding noble values and maintaining a work environment of integrity to deliver efficient services for the benefit of the public and the nation.

Collaborative Partner, **Broadcast Partner (TBC)**



Asia Pacific Broadcasting Union (ABU)

The Union was established in 1964 as a not-for-profit, non-government, non-political, professional association with mandate to assist the development of broadcasting in the region. ABU promotes the collective interests of television and radio broadcasters as well as key industry players and facilitate regional and international media co-operation.

Vision

To empower its members by developing a skilled and adaptable workforce, capable of embracing new technologies and trends in broadcasting.

Mission

Assist the development of broadcasting in the region.

Our Collaborative Partner, **Sustainability** through Shared **Prosperity**



Yayasan Kajian dan Pembangunan Masyarakat (YKPM)

Yayasan Kajian dan Pembangunan Masyarakat (also known as Foundation for Community Studies and Development) is an award-winning, incorporated, registered and tax-exempted Malaysian charity. The foundation that has been established for 30 years to conduct community studies and development.

Vision

Together Transforming Left-Behind Communities

Mission

We aim to empower left-behind communities both rural and urban by working alongside them.

Collaborative Partner, Humanitarian Development



Mercy Center of Humanitarian Development (MCHD)

The Mercy Center of Humanitarian Development (MCHD) is a centre of excellence that aims to build a humanitarian sector that has the capacity and capability to prepare for and respond to the growing number of complex and protracted crises in the world. It strives to educate and train future generations of humanitarian leaders and professionals on the best practices of humanitarian action.

Vision

MCHD is the premier regional resource centre on humanitarian development education, training and research

Mission

The Mercy Center of Humanitarian Development (MCHD) is a centre of excellence that aims to build a humanitarian sector that has the capacity and capability to prepare for and respond to the growing number of complex and protracted crises in the world. It strives to educate and train future generations of humanitarian leaders and professionals on the best practices of humanitarian action.

Collaborative Partner, **Media** **Partner**



A Fitness Today (AFT)

AFT news and entertainment celebrate Asia Pacific's sports, fitness and wellness heroes who are fit for good. AFT websites include AsiaFitnessToday.com, AustraliaFitnessToday.com and AFTNN Newswire. An independent and privately funded company, AFT offers project consultancy, subscriptions, advertising, corporate group training, sponsorships and experiential events to support our media productions.

Anchor online masthead **Asia Fitness Today** covers sports, fitness & wellness news and entertainment from the Asia Pacific region. The content is powered by AFTNN newswire in collaboration with news distribution partner PRNews/GIG. Other signature products include AFT Podcasts and AFT Interviews where we feature Asia Pacific's sports, fitness and wellness heroes, giving them a voice.

Mission 2030 is our civic duty as an ethical media group. Through media advocacy, we aim to halve non-communicable diseases such as Type 2 Diabetes and Type 3 Diabetes (Dementia) by the year 2030, in line with the United Nations' Sustainable Development Goals. We strongly believe that good health and fitness lifestyles can be attained starting at the workplace, and the efforts will trickle back to communities. It is this impact that we wish to make in our journalistic endeavours.



**AFT Sustainable Planetary
Health Hackathon**

Collaborative Partner, Organiser



Go International Group Dotcom Sdn. Bhd.
Impact Omni-Media Group

Vision

Asia Pacific's leading creator and distributor of innovative and impactful content

GoInternationalGroup.com produces innovative, thoroughly researched content that can bring impact to places where we live, work, play and thrive in the Asia Pacific (APAC) region – home to two-thirds of the world population.

Mission

Creating Impact in Public Health Messaging.

Our mission to create public awareness campaigns stems from the critical need in managing APAC's silent pandemic; non-communicable diseases (NCDs) such as hypertension, diabetes and chronic kidney diseases.

Our core mission is in line with the United Nations' Sustainable Development Goals #3 (UNSDG3). In achieving this mission, our advocacy begins at the workplace and together with small businesses, multinationals and governments, we can succeed in driving the narrative of living well and pushing that motivation towards inspiring our communities. Be fit ourselves first, so that we can be Fit for Good and Advocate for Equity in Sports, Health and Wellness to create impact.

Proposed Evaluation Committee



**Industry
Partner**

**Civil Society
Org. Partner**

**Community
Leader**

**Corporate
MNC Partner**

**Corporate SME
Partner**

**Tourism
Partner**

Hackathon Outcomes

►Equity

Inclusiveness in skills development and TVET systems

►Quality

Future-ready & coordinated skills development & TVET systems

►Relevance

Demand-driven skills and TVET/skills recognition

►Cost-Effectiveness

Improved skills/TVET financing models



Demographics: Who can apply?

Youth aged between 16 – 42 years

University students

School students

TVET students

Independent designers, web developers, coders and enthusiasts

Demographics: Grouping of participants



Evaluation Methodology

ROLE OF EVALUATION PANEL

- Mentorship
- Offer pathways for incubation or internships
- Branding on event materials, website, and media
- Early access to fresh ideas and emerging talent
- Brand visibility among youth and impact communities
- CSR alignment with health, education, and environment goals
- Networking

PROBLEM STATEMENT

TEAMS MUST PITCH A SOLUTION THAT IDENTIFIES A LEFT BEHIND GROUP IN MALAYSIA AND PROVIDE AN INNOVATIVE SOLUTION TO CLOSE THE GAP AND STRENGTHEN THEIR SENSE OF BELONGING GUIDED BY AT LEAST ONE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL AND MOVE8 PILLARS OF WELLNESS.

Key Evaluation Criteria

1. Does the idea factor in social inclusion for communities of all abilities?
2. Does the idea discuss climate change and its impact on health?
3. Does the idea offer mental health & environmental stress?
4. Is the idea sustainable with shared prosperity methodology?
5. How does the team use storytelling as a methodology?
6. Does the idea generate sustainable and tech driven solutions to solve planetary health challenges?
7. Does the idea foster youth leadership in health and sustainability?
8. Is the team ready for mentorship and coaching?

Key Dates

1 Announcement

30 May 2025
(In-person event)

2 Town Hall Information Day

10 July 2025 (Via Live-stream)

Expression of Interest

Capacity Building Workshops

The Art of
Presenting
a Story

Preparing
a Proposal

Budget &
Finance

Producing
a Pitch
Video

Held between 12 July – 10 August 2025

Submission of Video Proposals Deadline: 30 July 2025

3 Hackathon Semi-Finals TOP 20

16-18 August 2025 (Via Live-stream)

4 Hackathon Grand Finals TOP 10

15 & 16 November 2025

Winners Selected

5 Award Ceremony

18 January 2026
(In-person event)

Key Dates

We seek to receive 200-300 participants gathered into 20-30 groups, submitting a very simple proposal, in a format we shall provide. Participants can come from across the region, not only Malaysia. The process of prize-awarding is as follows:

30 May 2025	Announcement: Call for expression of interest (post-ASEAN Summit)
10 July 2025	Town Hall Information Day (at ABU Con-Fest – tbc)
9 June – 21 July 2025	Capacity Building Workshops
30 July 2025	Deadline for Submission of Video Proposals
16-18 August 2025	Hackathon Semi Finals, live-pitch by Top 20 Groups (at MDEC Career Fair – tbc)
15 & 16 November 2025	Hackathon Grand Finals, live-pitch by Top 10 Groups (venue tbc)
18 January 2026	Top 3 Awarded Prize (venue: Move8 Walk-a-Hunt in Kuala Lumpur)

Prize

- **Top 20 winners** will receive sponsored prizes.
- **Top 10 winners** will receive a reward of RM1,000 and sponsored prizes.
- **Top 3 winners** will receive a reward of RM3,000 and sponsored prizes.
- **One Champion** will receive reward of RM10,000 and sponsored prizes. The winner will be guided to submit their proposal for a regional or international grant.
- All winners will gain access to the AFT Hackathon community, with mentorship and guidance towards refining their proposals for further pitch competitions.
- All participants will receive a certificate from the AFT International Sports Fitness Festival.
- All participants are invited to join the Move8 Walkathon on 18 January 2026.

** All prizes are estimates only and will be confirmed upon securing sponsorship.*

Wheelchair Runners in KL

- Hi! We are wheelchair runners. Can you find a solution to help our community participate in more outdoor activities?



Deaf participants at Move8 @ BB KLCC

Hi! We are members of the deaf community, and we did it! Can you find a solution to help our deaf community find more avenues to be healthy?



Indigenous participants

Hi! We are the indigenous community of rural Peninsular Malaysia and East Malaysia. Can you find a solution to help our community find more avenues to be healthy while being economically sustainable? Hint: Would a **Shared Prosperity Model** work in our favour?

I've acquired new skills in gardening, particularly in fertilising vegetables, using organic fertilisers, maintaining borders, and sowing seeds according to the type of vegetables. – Amos (photo credit YKPM)



Culturally and linguistically different youth @ Move8 Sydney Chinatown

Hi! We are Alpha Generation's youth who are of culturally and linguistically different (CALD) communities in Australia! Can you find a solution to help our community find more avenues to be healthy in the cities?



Contact us

Be a part of the AFT Sustainable Planetary Health Hackathon as a sponsor or external partner. Email us at info@sportsfitnessfestival.com.

Interested to participate? RSVP by emailing us:

Subject header: Name of university or organisation (No. Pax).

- University, TVET or Organisation Name.
- Person in charge.
- Email address.
- Handphone / Tel / Ext.
- Number of participants in your team.



Event Secretariat

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