

Youth Empowerment: Exploring The Joy of Living Sustainably With Young Conservationist Club (YCC)
(Pemeriksaan Belia: Meneroka Kegembiraan Hidup Secara Mampan Bersama Young Conservationist Club (YCC))

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ABSTRACT

Malaysia is a developing country rich in biodiversity, yet rapid development often overshadows environmental conservation. The Young Conservationist Club (YCC), led by students at Universiti Malaysia Terengganu (UMT), strives to foster sustainable living practices within academic and broader communities. This paper presents an overview of YCC's structured campaigns such as BYOB (Bring Your Own Bottle/Bag), 3R (Reduce, Reuse, Recycle), and "Care to Share?", which integrate sustainability into daily activities following the 17 Sustainable Development Goals (SDG). Using participant feedback collected over nine months, the study evaluates levels of engagement and joy in sustainable living. Results indicate increasing satisfaction and participation, highlighting the potential of youth-led initiatives to inspire positive environmental behavior. This paper proposes YCC as a scalable model for youth empowerment in sustainability.

Keywords: sustainability, youth leadership, environmental education, community engagement, Malaysia

ABSTRAK

Malaysia merupakan sebuah negara membangun yang kaya dengan biodiversiti, namun pembangunan pesat sering menenggelamkan usaha pemuliharaan alam sekitar. Kelab Konservasi Muda (Young Conservationist Club, YCC), yang diterajui oleh pelajar Universiti Malaysia Terengganu (UMT), berusaha untuk memupuk amalan hidup lestari dalam kalangan komuniti akademik dan masyarakat umum. Kertas ini membentangkan tinjauan terhadap kempen terancang YCC seperti BYOB (Bawa Botol/Beg Sendiri), 3R (Kurangkan, Guna Semula, Kitar Semula), dan "Care to Share?" yang mengintegrasikan kelestarian dalam aktiviti harian selaras dengan 17 Matlamat Pembangunan Lestari (SDG). Berdasarkan maklum balas peserta yang dikumpul sepanjang sembilan bulan, kajian ini menilai tahap penglibatan dan kegembiraan dalam mengamalkan gaya hidup lestari. Hasil menunjukkan peningkatan kepuasan dan penyertaan, sekali gus menonjolkan potensi inisiatif yang diterajui belia dalam mendorong tingkah laku alam sekitar yang positif. Kertas ini mencadangkan YCC sebagai model berpotensi untuk memperkasa belia dalam bidang kelestarian.

Kata kunci: kelestarian, kepimpinan belia, pendidikan alam sekitar, penglibatan komuniti, Malaysia

INTRODUCTION

The world today is no longer a safe place for future generations. Every step and action we take now determines how it will affect the future. In Malaysia, environmental issues have become more critical and worrying. These include microplastic pollution, deforestation, and climate change issues that also mirror global concerns. In Malaysia, the consequences of climate change are evident through more frequent and severe floods, heatwaves, and shifts in seasonal patterns (Tang, 2019). If they are not addressed holistically, they will continue to damage our environment at an irreversible pace.

Although awareness is growing, efforts to create real change remain limited. People may know about these issues but struggle to translate that knowledge into action. Even though several campaigns such as biodegradable plastic movements have been launched, many still choose convenience over responsible consumption. Most government actions follow a top-down structure and often fail to engage communities meaningfully. Thus, a more participatory, bottom-up approach is needed, particularly involving youth.

According to Hovsepyan (2024), empowering youth through structured engagement, leadership cultivation, and institutional support enables them to serve as effective agents of change in advancing a more equitable and sustainable future. A potent way to

inspire positive environmental attitudes and sustainable actions is by promoting education, awareness, eco-social benefits, and green consumption among the general public (Hong et al., 2024). However, despite having the potential, many student-led sustainability efforts in Malaysian universities are informal and poorly documented. This study is based on the belief that youth can lead, inspire, and sustain change but only if given proper platforms, visibility, and measurable direction.

Universiti Malaysia Terengganu (UMT) is more than just an academic institution; it is a vibrant hub of innovation and dedication towards sustainability and conservation. With its compelling motto, "Ocean of Discoveries, for Global Sustainability," UMT embodies a commitment to exploring and safeguarding the natural world. This commitment extends beyond the classroom and into the wider community, particularly through its practical approach to marine conservation and societal advancement. In an era where environmental challenges are becoming increasingly urgent, the role of youth in driving sustainable change has never been more crucial. Youth communities are increasingly recognised as essential catalysts for change, actively involved in advancing sustainable development within their societies and economies (Piselli et al., 2019). A key player in UMT's sustainability efforts is the Young Conservationist Club (YCC), a dynamic, student-led organization that operates under the guidance of the Sea Turtle Research Unit (SEATRU).



FIGURE 1. Volunteerism Familia Team Members

The Young Conservationist Club (YCC) is one such platform. YCC was formed by a group of students at Universiti Malaysia Terengganu (UMT) who were concerned about the environment and wanted to take action. At the beginning, the club started with only a few committed students, but over time, it has grown stronger with members who are passionate and energetic in delivering sustainable messages and values to the university and surrounding community. With strong teamwork and a sense of family among the committee members, the club continued to develop innovative ideas to make the environment a better place. By actively involving students in various conservation projects, the YCC not only aids in protecting marine environments but also cultivates a new generation of environmental leaders. The club's initiatives are a testament to how student-driven efforts can bring about substantial and positive change in local and global contexts. The Volunteerism Familia Team (Figure 1), a core component of the YCC, consists of 51 dedicated members who are passionate about making a difference.

Among the initiatives organised by YCC are BYOB (Bring Your Own Bottle/Bag), which promotes the use of reusable items instead of single-use plastic; the 3R programme (Reduce, Reuse, Recycle), which teaches responsible waste management; Straw Wars, to fight the use of plastic one-time-use straws; and "Care to Share?". Other activities included collaborations with NGOs, outreach programmes (Figure 2), art installations, theatre performances, and talks conducted to spread sustainable awareness in creative and impactful ways. These efforts align directly with the 17 Sustainable Development Goals (SDG) introduced by the United Nations. Promoting sustainable living involves a combination of individual actions, community initiatives, and systemic reforms. Sustainable use occurs only when human needs are met and biodiversity loss and environmental degradation are acceptable, yet these conditions often clash with the inherent contradictions between resource potential and human demands (Robinson, 1993).



FIGURE 2. Community Outreach at Batu Rakit, Kuala Nerus, Terengganu

Through all these activities, YCC shows that sustainability is not only possible, but it can also be joyful. The culture of togetherness, responsibility, and celebration embedded in each programme makes students not just follow sustainability but enjoy it. This approach makes habits stick, encourages leadership, and builds a stronger connection between youth and the environment. Individuals who are better informed and more confident in their knowledge tend to have a more positive attitude toward recycling compared to those who are less informed (Afroz et al., 2017).

However, while the initiatives appear promising, the academic documentation and evaluation of their actual impact remain limited. It is still unclear how much these student-led campaigns influence long-term behaviour or emotional responses like happiness and motivation. This study focuses on understanding how structured youth-led sustainability programmes like those by YCC can influence participants' experiences and emotions, especially their joy in practising sustainable living. Although youth-led sustainability programmes are gaining attention in

Malaysian universities, there is still a lack of structured platforms that track the behavioural and emotional effects of these initiatives on students. This paper proposes that when sustainable activities are led by youth and designed to be meaningful and joyful, they increase students' engagement, satisfaction, and long-term commitment to sustainable living.

OBJECTIVES

- i. To measure the monthly levels of joy experienced by participants who engaged in sustainable living activities under YCC from December 2023 to August 2024, using descriptive data collected via feedback forms.
- ii. To build and assess student leadership in sustainability by involving members in planning, executing, and reporting environmental programmes throughout the YCC calendar.
- iii. To foster the practice of sustainable living among university students and the surrounding community by using relatable and fun environmental campaigns.
- iv. To evaluate whether structured youth-led programmes such as YCC can enhance participants' happiness and commitment to adopting sustainability as a lifestyle.

METHODOLOGY

This study was carried out from December 2023 to August 2024. It involved monthly data collection based on feedback received from participants of YCC activities. The main goal was to assess the levels of joy and engagement experienced by participants throughout the programme period. The research design used in this study is a descriptive observational longitudinal approach, where data was collected continuously over a period of nine months. This method was selected to observe changes in participant sentiment over time, particularly their happiness in practising sustainable living.

Activities under YCC during this period included a wide variety of sustainability-based campaigns and student-driven community programmes. Among them were BYOB (Bring Your Own Bottle/Bag), which encouraged students to carry reusable items to reduce plastic waste; the 3R programme

(Reduce, Reuse, Recycle), which focused on practical waste management habits; and "Care to Share?", launched during the month of Ramadan. This campaign was particularly significant as it combined the spirit of giving during Ramadan with a broader global cause. While the "Care to Share?" campaign was running, the ongoing campaigns continued to be featured in our communications. This approach ensured that our core messages about sustainable living remained prominent, even as we introduced new themes and initiatives. The combination of ongoing and new campaigns helped maintain participant interest and broaden the scope of our outreach.

Other structured activities included online talk series such as Crisp Conversation, Growing Together Blooming Forever, Exploring the Joy of the Coral Reef, and UMT Confession. This approach is supported by Kumar (2023), who emphasizes the role of online platforms and social media in promoting environmental literacy among youth. Outreach programmes like Wondervols Kami Datang! (Figure 3) brought students to interact with animals, plants, the elderly, and orphan communities while delivering environmental messages. Meanwhile, larger student-led campaigns such as YCC Open Day, Alamak Raya YCC, and ECO Chic Start-UP attracted wider participation and featured environmental booths and exhibitions. Creative activities like The Broken Heart Gallery (Figure 4), an art installation programme that let participants discover the art of letting go sustainably; and the Ketupat Warrior programme (Figure 5), which focused on sustainable cultural practices and encouraged people to stop using instant ketupat, which contains microplastics, were also conducted. Other than that, participants were encouraged to bring their own containers for food, reinforcing the practice of reducing waste. Similarly, our Voluntary Breakfast events, held a total of six times, featured two breakfast sessions at each carnival, where attendees used their own containers and bottles for food and drinks (Figure 6). These small but significant actions highlighted the importance of adopting sustainable habits in daily life. Our Movie Night events also embraced sustainability. Participants were asked to bring their own containers for free homemade popcorn, further promoting the use of reusable items. This approach not only supported our sustainability goals but also created a sense of community among participants who shared a commitment to reducing waste. A charity theatre performance adapted from Disney's Moana (Figure 7) was also implemented to make sustainability meaningful, interactive, and fun.



FIGURE 3. Wondervols Kami Datang! Outreach at Zoo Negara



FIGURE 4. Participants visiting The Broken Heart Gallery



FIGURE 5. Participants and Committee are weaving ketupat



FIGURE 6. Participants bring their own containers to pack the free breakfast



FIGURE 7. Theatre “Ramona: Heart of The Ocean”

These campaigns were structured and implemented monthly by the YCC committee, with planning, execution, and feedback loops embedded throughout. These efforts are directly aligned with Objective 3 (fostering sustainable practices among students and the public) and Objective 4 (evaluating participant joy and commitment through these programmes).

After each programme, participants were required to provide feedback via a Google Form, which was distributed through WhatsApp groups and/or shared on the screen. To ensure consistency and reduce bias, 10 responses were selected randomly each month using a digital wheel spinner. The total number of responses selected for analysis was 90, covering 10 responses per month over the nine-month period. Data was analysed descriptively, focusing on the percentage of each response type every month. The intention was to observe sentiment changes across time, particularly in relation to each type of YCC activity.

RESULT AND DISCUSSION

A total of 90 responses were collected over nine months, with ten anonymised feedback entries

randomly selected for each month using a digital wheel spinner. Each participant indicated their level of joy in participating in the YCC programmes using a simple sentiment scale: “Happy,” “OK,” or “Not Happy.” This consistent method allowed for a clear month-to-month comparative analysis of sentiment trends.

Figure 8 summarises the aggregated responses over nine months. The overall sentiment trajectory shows a progressive increase in happiness, suggesting a growing emotional engagement with YCC’s sustainability efforts. O’Brien and Adam (2016) suggest that focusing on sustainable happiness is an effective way to engage people in sustainability, especially those who may feel overwhelmed by environmental issues, by showing that personal wellbeing is closely linked to the wellbeing of others and the planet.

In December 2023 (Figure 9), only 40% of respondents reported feeling “Happy,” while the rest were evenly split between “OK” and “Not Happy.” This initial mixed response may reflect participants’ adjustment period to the programmes or the seasonal context (e.g., end-of-year holidays), where sustainability might compete with festive habits.

In January, similar sentiments persisted, indicating a steady but unchanged emotional reception to the early programmes.

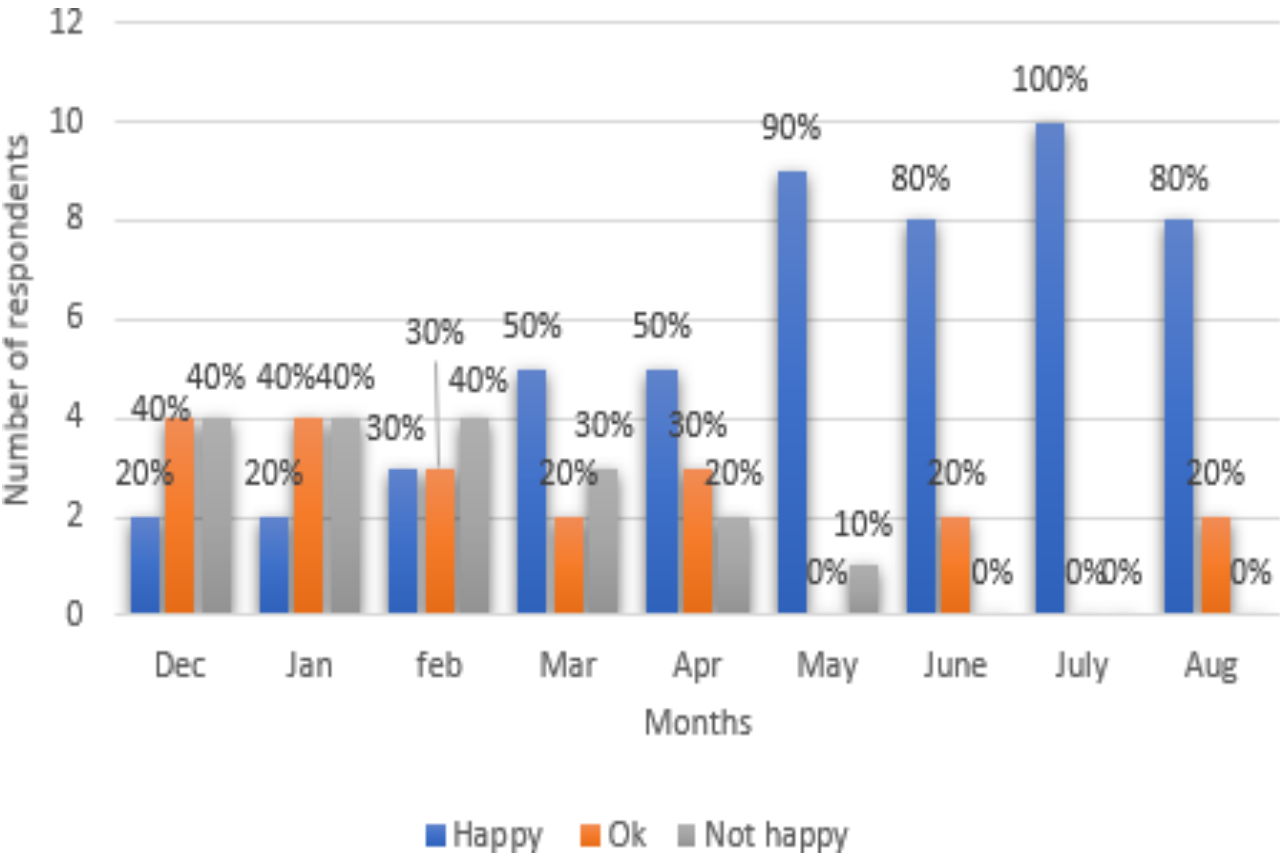


FIGURE 8. Graph of respondents’ answers for 9 Months

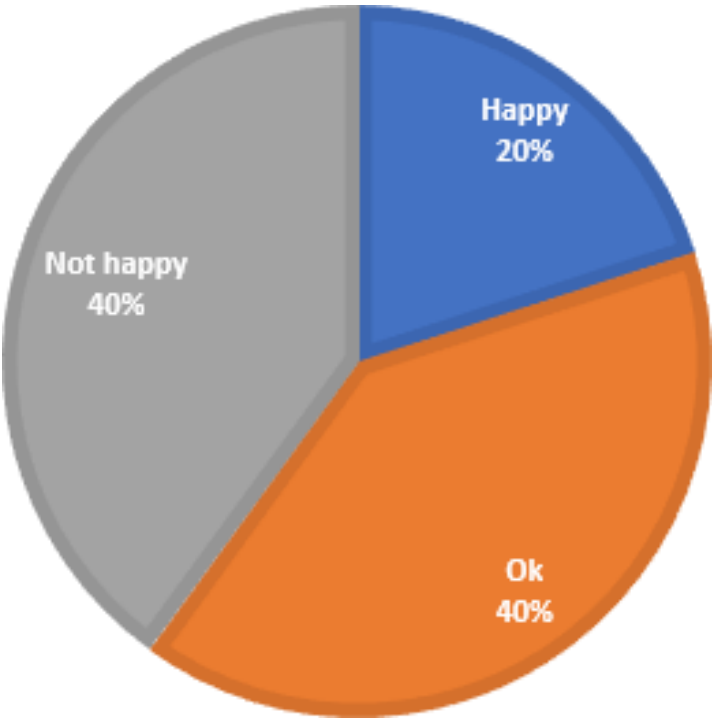


FIGURE 9. Charts of respondents’ answers for December 2023

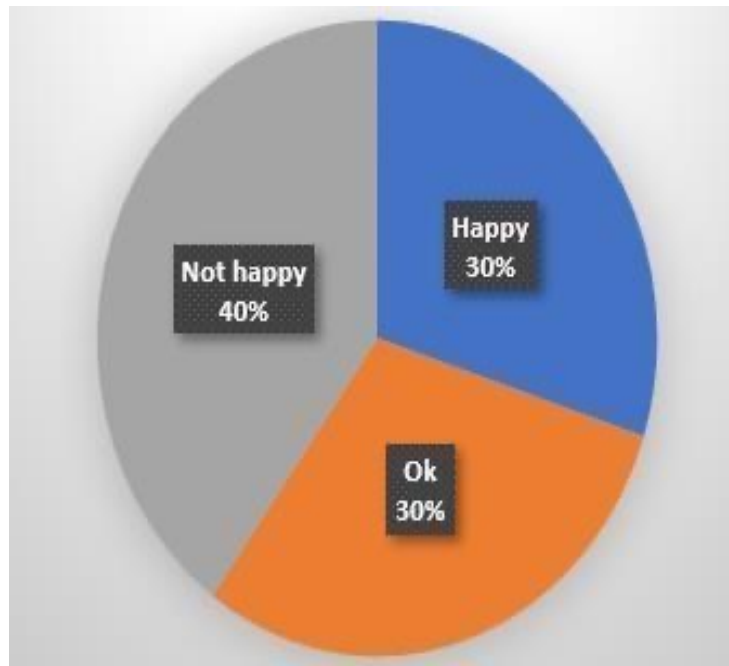


FIGURE 10. Charts of respondents' answers for February 2024

By February 2024 (Figure 10), the percentage of “Happy” responses slightly dropped to 30%, while “OK” responses increased. This plateau aligns with previous research by Biedenweg et al. (2013), who suggested that initial excitement in sustainability efforts can decline without reinforcement.

However, March and April marked a turning point. Both months recorded 50% “Happy” respondents, reflecting a stabilising and more positive relationship with the YCC initiatives. The growing impact may be attributed to diversified activities and increased participant familiarity. As Van der Linden (2015) argued, positive reinforcement over time contributes to behavioural change, which is a trend supported here. In May, the joy reached a peak with 90% of respondents reporting “Happy.” This dramatic jump may be linked to successful programmes like Alamak Raya YCC, Ketupat Warrior, and the ECO Chic Start-UP, which combined sustainability with culture and community. The complete absence of “Not Happy” feedback suggests a strong emotional connection to the activities during this month.

June maintained a high level of positive sentiment with 80% “Happy” and 20% “OK.” This small dip is natural following peak momentum. July

became the best-performing month, with a perfect score 100% of respondents felt “Happy.” This aligns with the findings of Otto and Pensini (2017), who discuss how immersive and well-timed environmental education efforts can lead to universally positive outcomes among participants. This extraordinary result underscores the value of well-timed and emotionally resonant programmes like Charity Theatre and Movie Night, which blended fun and purpose effectively. August sustained the trend with 80% “Happy” and 20% “OK,” again showing strong engagement, even as the academic calendar shifted. No participants reported dissatisfaction.

This data trajectory suggests that YCC’s layered approach by blending advocacy, creativity, cultural relevance, and community could generate a cumulative emotional impact. The findings support Stern, Powell, and Hill (2014), who assert that environmental education, when immersive and context-aware, can shape sustained positive attitudes. The YCC programmes (Table 1), though diverse, retained consistent messaging and emotional commitment to sustainable living, supported by the team’s attitude and passion towards the goals.

TABLE 1. List of programs and details

NO	PROGRAM NAME	DATE	NUMBERS OF PARTICIPANTS	PROGRAM DIRECTOR
1	LET'S TALK ABOUT LOVE	15 DECEMBER 2023	137 PARTICIPANTS 20 COMMITTEE MEMBERS	NURDANIA ALEYA BINTI MOHD MOHMAIN
2	TEGARNYA KAMU	28 DECEMBER 2023	89 PARTICIPANTS 15 COMMITTEE MEMBERS	IZLAN SHAH BIN INALSHAH
3	NEW YEAR NEW ME	31 DECEMBER 2023	270 PARTICIPANTS 20 COMMITTEE MEMBERS	NUR QISTINA BINTI MUSA
4	GWENCHANAYO "KU MENAHAN RASA SAKIT"	5 JANUARY 2024	41 PARTICIPANTS 12 COMMITTEE MEMBERS	NUR SYAHIRAH BINTI MOHD RADZI
5	UMT CONFESSION???	11 JANUARY 2024	65 PARTICIPANTS 15 COMMITTEE MEMBERS	KIRTINI A/P ELANGO
6	THE BROKEN HEART GALLERY	17 JANUARY 2024	23 PARTICIPANTS 20 COMMITTEE MEMBERS	ANIS AWATIF BINTI HAMBALI
7	EXAM? DR MAN KAN ADA!	18 JANUARY 2024	233 PARTICIPANTS 15 COMMITTEE MEMBERS	NUR AINA FARISHA BINTI AZHAR
8	TURTLE TALK	25 JANUARY 2024	367 PARTICIPANTS 15 COMMITTEE MEMBERS	NUR INTAN SYAHERA BINTI SHUHAIRI
9	OH MY PLASTIC!	26 JANUARY 2024	179 PARTICIPANTS 15 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
10	EXPLORING THE CORAL REEFS	9 FEBRUARY 2024	144 PARTICIPANTS 15 COMMITTEE MEMBERS	AVRIL J. BASIAU
11	A PATHWAY TO A BETTER MENTAL HEALTH	16 FEBRUARY 2024	306 PARTICIPANTS 15 COMMITTEE MEMBERS	NURDANIA ALEYA BINTI MOHD MOHMAIN

12	UMT CONFESSION 2.0 ???	29 FEBRUARY 2024	86 PARTICIPANTS 15 COMMITTEE MEMBERS	KIRTINI A/P ELANGO
13	CONSERVATION CONVERSATION	2 MARCH 2024	77 PARTICIPANTS 15 COMMITTEE MEMBERS	INTAN NADHIRAH BINTI RUSLAN
14	YCC GAME ON!	4 MARCH 2024	180 PARTICIPANTS 20 COMMITTEE MEMBERS	MUHAMMAD HAFIZ AIMAN BIN MOHAMED
15	MARHABAN YA RAMADAN	9 MARCH 2024	201 PARTICIPANTS 15 COMMITTEE MEMBERS	NURYUSRINA HALILI BT YUSRAN
16	WASATIYYAH : KUNCI KESEMPURNAAN RAMADAN	15 MARCH 2024	250 PARTICIPANTS 15 COMMITTEE MEMBERS	NUR SYAHIRAH BINTI MOHD RADZI
17	SESUCI RAMADAN BULAN KEBERKATAN	24 MARCH 2024	298 PARTICIPANTS 15 COMMITTEE MEMBERS	IZLAN SHAH BIN INALSHAH
18	RAMADAN: TO A BETTER ME!	27 MARCH 2024	374 PARTICIPANTS 15 COMMITTEE MEMBERS	ADIB HAIKAL BIN MAT SALEH
19	PECUTAN AKHIR RAMADAN	31 MARCH 2024	358 PARTICIPANTS 15 COMMITTEE MEMBERS	NURLIYA ZAYANI BINTI MOHD RAZALI
20	SEMBANG SANTAI POV PAGI RAYA	5 MARCH 2024	225 PARTICIPANTS 15 COMMITTEE MEMBERS	AIFA NADHIRAH BINTI DUYAMIN
21	CRISP CONVERSATION : LOST YEARS?	17 APRIL 2024	238 PARTICIPANTS 15 COMMITTEE MEMBERS	MUHAMMAD HAFIZ AIMAN BIN MOHAMED
22	MOVIE NIGHT	24 APRIL 2024	234 PARTICIPANTS 25 COMMITTEE MEMBERS	NUR ALIYA ASHIKIN BINTI AZLAN
23	UMT CONFESSION 3.0(RAYA VERSION) ???	26 APRIL 2024	57 PARTICIPANTS 15 COMMITTEE MEMBERS	KIRTINI A/P ELANGO

24	FROGGY TALK	28 APRIL 2024	476 PARTICIPANTS 15 COMMITTEE MEMBERS	NUR AFIQAH ZULAIKHA BINTI MOHAMAD AGHAKHAN
25	CLOSER INSIGHTS ON BRYOPHYTES	30 APRIL 2024	153 PARTICIPANTS 15 COMMITTEE MEMBERS	MUHAMMAD REDZUAN BIN ABDUL HADI
26	TALK: GROWING TOGETHER, BLOOMING FOREVER! 1.0	2 MAY 2024	360 PARTICIPANTS 15 COMMITTEE MEMBERS	NABILAH BINTI MOHD HABIBON
27	ALAMAK RAYA YCC!	3 MAY 2024	230 PARTICIPANTS 20 COMMITTEE MEMBERS	ADDURRATUL RAFIQAH BINTI KASIM
28	ARY : KAYOO! MANGAPUI TOKO	3 MAY 2024	45 PARTICIPANTS 20 COMMITTEE MEMBERS	SITI NORSAHIRAH BINTI ABDUL MAJID
29	TURTLE HEROES ASSEMBLE!	4 MAY 2024	53 PARTICIPANTS 20 COMMITTEE MEMBERS	MUHAMMAD AFIF DARWISH BIN MOHD SAWAL
30	CRISP CONVERSATION 2.0 : CALL OF DUTY (COD)	8 MAY 2024	365 PARTICIPANTS 11 COMMITTEE MEMBERS	NUR QISTINA BINTI MUSA
31	ARY : KETUPAT WARRIOR	10 MAY 2024	66 PARTICIPANTS 20 COMMITTEE MEMBERS	NURUL ALYA BINTI MUHAMMAD RAZIN ONG
32	ARY : JALAN-JALAN HARI RAYA	10 MAY 2024	55 PARTICIPANTS 20 COMMITTEE MEMBERS	SHAHSWIN A/L BASKARAN
33	ARY : SEMBANG SANTAI POV RAYA	10 MAY 2024	98 PARTICIPANTS 15 COMMITTEE MEMBERS	AIFA NADHIRAH BINTI DUYAMIN
34	TALK: GROWING TOGETHER, BLOOMING FOREVER! 2.0	19 MAY 2024	198 PARTICIPANTS 15 COMMITTEE MEMBERS	NABILAH BINTI MOHD HABIBON
35	YCC OPEN DAY	23-25 MAY 2024	420 PARTICIPANTS 30 COMMITTEE MEMBERS	MUHAMMAD NAJWAN BIN NORSHAM

36	THE BROKEN HEART GALLERY 2.0	23-24 MAY 2024	138 PARTICIPANTS 15 COMMITTEE MEMBERS	ANIS AWATIF BINTI HAMBALI
37	BEACH CLEAN UP 2.0	24 MAY 2024	102 PARTICIPANTS 15 COMMITTEE MEMBERS	MUHAMMAD DANISH AIMAN BIN JAFFAR HAS
38	VOLUNTARY BREAKFAST	24 MAY 2024	211 PARTICIPANTS 15 COMMITTEE MEMBERS	MUHAMMAD REDZUAN BIN ABDUL HADI
39	BUZZ TALK	24 MAY 2024	106 PARTICIPANTS 15 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
40	TURTLE TALK 2.0	24 MAY 2024	254 PARTICIPANTS 15 COMMITTEE MEMBERS	NUR INTAN SYAHERA BINTI SHUHAIRI
41	EMBRACING MULTILINGUALISM	24 MAY 2024	89 PARTICIPANTS 15 COMMITTEE MEMBERS	AVRIL J. BASIAU
42	RUN BEACH! RUN!	25 MAY 2024	150 PARTICIPANTS 50 COMMITTEE MEMBERS	MUHAMMAD REDZUAN BIN ABDUL HADI
43	OUR BEACH! OUR PRIDE!	25 MAY 2024	50 PARTICIPANTS 20 COMMITTEE MEMBERS	MUHAMMAD HAFIZ AIMAN BIN MOHAMED
44	PLATO IRL	25 MAY 2024	50 PARTICIPANTS 13 COMMITTEE MEMBERS	NUR KHALEEDA BINTI ZAINOL
45	YCC GOT TALENT X FASHION SHOW	25 MAY 2024	130 PARTICIPANTS 20 COMMITTEE MEMBERS	NUR ALIYA ASHIKIN BINTI AZLAN MUHAMMAD ALIFF HIDAYAT BIN AB MAJID
46	YCC FUN RIDE	25 MAY 2024	27 PARTICIPANTS 10 COMMITTEE MEMBERS	NUR KAMILAH BINTI MOHD RASHIDI
47	CONSERVATION QUEST	31 MAY 2024	124 PARTICIPANTS 20 COMMITTEE MEMBERS	NAJWA NABILA BINTI MOHAMAD HAFIZ

48	ESU: COFFEE TALK	1 JUNE 2024	93 PARTICIPANTS 20 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
49	ESU: LET'S LEARN CROCHET	1 JUNE 2024	55 PARTICIPANTS 20 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
50	ESU: LIVING SUSTAINABLE WITH JJ	1 JUNE 2024	197 PARTICIPANTS 20 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
51	ESU: EXPLORING THE JOY OF TERRARIUM	1 JUNE 2024	59 PARTICIPANTS 20 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
52	CRISP CONVERSATION 4.0 : ANYEONG SUCCESS!	7 JUNE 2024	216 PARTICIPANTS 15 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
53	TALK: SAY NO TO SEXUAL HARASSMENT	21 JUNE 2024	77 PARTICIPANTS 20 COMMITTEE MEMBERS	NAJWA NABILA BINTI MOHAMAD HAFIZ
54	HIKING FOR CHARITY	22 JUNE 2024	51 PARTICIPANTS 13 COMMITTEE MEMBERS	NURYUSRINA HALILI BINTI YUSRAN
55	CRISP CONVERSATION 5.0 : PROFESSOR KE LAUT	23 JUNE 2024	116 PARTICIPANTS 15 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
56	CRISP CONVERSATION 6.0 : SEA SAVIORS!	26 JUNE 2024	158 PARTICIPANTS 15 COMMITTEE MEMBERS	SITI NOR NAJWA BINTI ROSMIZI
57	EXPLORING THE CORAL REEFS 2.0	29 JUNE 2024	312 PARTICIPANTS 15 COMMITTEE MEMBERS	AVRIL J. BASIAU
58	SHELL-ELEBRATING TURTLES WITH UPM	14-18 JULY 2024	50 PARTICIPANTS 20 COMMITTEE MEMBERS	NABILAH BINTI MOHD HABIBON

59	EXPERIENCE BLUE ESCAPES WITH US!	16 JULY 2024	50 PARTICIPANTS 10 COMMITTEE MEMBERS	NABILAH BINTI MOHD HABIBON
60	WONDERVOLS KAMI DATANG! ADA HAIWAN DALAM BAHAYA	5 JULY 2024	35 COMMITTEE MEMBERS 70 PARTICIPANTS	MUHAMMAD HAFIZ AIMAN BIN MOHAMED
61	MOVIE NIGHT 2.0	7 JULY 2024	12 COMMITTEE MEMBERS 50 PARTICIPANTS	SITI NOR NAJWA BINTI ROSMIZI
62	MOVIE NIGHT 3.0	16 JULY 2024	20 COMMITTEE MEMBERS 120 PARTICIPANTS	NUR NADIAH ATHIRAH BINTI ROSMAN
63	CHARITY THEATRE	24 AUGUST 2024	20 COMMITTEE MEMBERS	MUHAMMAD AFIF DARWISH BIN MOHD SAWAL

While the findings showcase increasing satisfaction and participation in YCC activities, several limitations must be acknowledged. First, the use of anonymous feedback, although valuable for protecting participant privacy, limited the ability to track behavioural changes over time or identify recurring individual responses. Second, the study relied on a simple three-point sentiment scale (“Happy,” “OK,” “Not Happy”), which restricted the depth of insight into participant motivations and the specific impact of each programme. Third, although a random selection method was used to choose responses, there remains a possibility of selection bias, as individuals who chose to submit feedback may have already had a positive perception of YCC activities. Finally, the study lacked a control group, that is, participants who were not involved in YCC, which makes it difficult to determine whether the increase in joy was solely due to YCC’s initiatives or influenced by external factors.

Future research may address these limitations by employing a more rigorous mixed- method approach. This could include incorporating pre- and post-intervention comparisons, in- depth interviews, the use of control groups, and behavioural tracking over a longer period. Such methods would provide a more comprehensive understanding of the effectiveness of youth-led sustainability programmes like YCC.

CONCLUSION

The Young Conservationist Club (YCC) at Universiti Malaysia Terengganu has demonstrated how youth-

led sustainability programmes can create positive emotional and behavioural responses in a university setting. Over the course of nine months, a variety of structured campaigns and creative outreach activities were implemented not only to promote sustainable living, but also to ensure participants found joy in practising it.

The results clearly show a rising trend in “Happy” responses as participants engaged in YCC’s monthly programmes. From a mixed emotional start in the early months to an overwhelmingly positive response by July and August, this study provides evidence that joy and engagement are directly influenced by the structure, consistency, and creativity of sustainability efforts. Campaigns like ECO Chic Start-UP, Care to Share?, and Charity Theatre were especially successful in fostering a fun and meaningful environment, which contributed to stronger emotional connections with sustainability values.

These findings support the idea that young people are not only capable of leading environmental change, but that their leadership can be measured, sustained, and scaled when supported by consistent programming. The YCC model, which emphasises joy, community, and creative action, may serve as a replicable template for other universities and youth platforms across Malaysia and beyond.

While the feedback system in this study was simple and based on sentiment, the upward emotional trajectory suggests that joy can be a valid and meaningful indicator of impact. Future research may benefit from incorporating more detailed qualitative feedback, long-

term behavioural tracking, and comparative models from other institutions.

Ultimately, this study shows that when young people are given trust, resources, and creative space, they can become powerful drivers of sustainability. The YCC journey is more than just about recycling or reducing waste, it is about building a generation that finds happiness in protecting the planet.

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