

# DIGITAL LANDSCAPES

## Corporate & Charitable Sectors

**"As the COVID-19 global pandemic spreads rapidly around the world, our collective dependence on internet connectivity and digital technologies has become more apparent than ever."**  
**UN Secretary-General's High Level Panel on Digital Cooperation**

The prolonged Movement Control Order (MCO) has drastically shifted livelihood operations during COVID-19. Digital transformation across various sectors was seen as a process to reconnect people together whilst adapting to a 'new normal' of social distancing.



The impact of a societal 'new normal' shifts climates in both the public and private sector to operate remotely. Internet connectivity and online software communications are becoming increasingly relevant. Businesses suffer from a lack of market sentiment for retail spend whilst charitable initiatives lack financing and traction to fund their projects.

This Snapshot, we explore the **shifting dynamics of businesses and charitable initiatives** during COVID-19 and its potential lasting impact on the digital economy.

## SOLUTIONS SNAPSHOT

### E-COMMERCE ADAPTATION

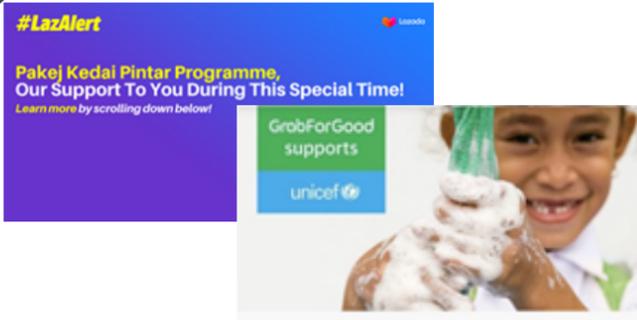


RM15 million to help 70,000 sellers digitalize, reduce expenses and grow sales

The retail industry was significantly affected during the MCO due to a decrease in human traffic to physical stores, with many consumers opting to shop online instead. E-Commerce platforms such as Shopee and Lazada have taken great initiatives to support merchants on their platforms, such as providing financial support with vouchers and free advertising credits to help its merchants, both new and existing.

To further support online sellers, "back-end" support has been provided to ensure the supply chain of essential items such as masks and hand sanitizers are protected. Work Travel Passes have also been issued to personnel involved in delivery service to ease the shipment of the orders and allow some SMEs to stay resilient during this pandemic.

### CORPORATE SOCIAL RESPONSIBILITY (CSR)



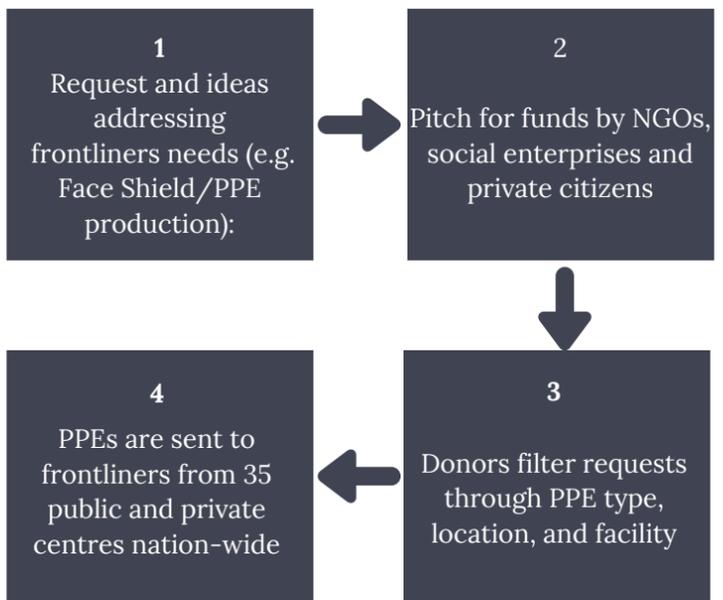
Online shopping giants like Lazada and Shopee have also taken one step further to support the people in need. For example, Lazada launched a "Smart Shop Package" to support at least 50,000 Small and Medium Enterprises (SMEs), an initiative that contributes RM10 million to help eligible SMEs through dedicated services such as training, micro-loans and free shipping.

On the other hand, Shopee has collaborated with the Malaysian Medical Association (MMA) and the Malaysian Medical Association Foundation (MMAF) to launch a national relief fund for healthcare workers battling COVID-19.

Furthermore, Grab has also partnered with UNICEF to provide PPEs and health supplies to frontline workers battling COVID-19, and providing handwashing supplies to instill hygiene awareness in schools.

### ONLINE MOVEMENTS

Charities and initiatives in Malaysia have shifted logistics coordination to online platforms during MCO. The pandemic has also triggered solidarity amongst Malaysians to support front-liners. Increased solidarity amongst Malaysians to support front-liners mooted the myPPE initiative, which coordinates Personal Protective Equipment (PPE) distribution by connecting requests from health facilities to donors. This is mapped out in a supply chain format as follows:



### DIGITISED FUNDRAISING

Funding is vital to charitable organisations that are responding to the pandemic. However, many organisations were financially affected during the MCO when most of their fundraising events were cancelled or postponed. In response, the Securities Commission (SC) of Malaysia lifted the fundraising limit on equity crowdfunding (ECF) platforms that allows ECF and peer-to-peer (P2P) financing schemes.

1. Several student-led NGOs in UK launched a COVID-19 Relief campaign on crowd-funding platform GoFundMe as an initiative to help stranded Malaysian students travel back home, which raised £8,750 (approx. RM 47k).



2. Give Asia - a fundraising digital platform which helps organisations to raise funds for humanitarian effort. An organisation uses this platform to raise funds for healthcare and medical supplies for front-liners.

Additionally, local artists such as "Namewee", Deborah Priya Henry and Sharifah Amani used their large digital presence to conduct storytelling and fundraising campaigns during MCO.

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