Political Will towards Global Commitments
Local Action
Penang Leads

Phee Boon Poh
Penang State Minster for Welfare, Caring Society & Environment
Stakeholder Oriented Local Action

- Economy
- Environment
- Stakeholders
- Institution

*Balanced Sustainable Development for a Green State*
PENANG 2030

A Family-focused Green and Smart State that Inspires the Nation
PENANG 2030

A Family-focused Green and Smart State that Inspires the Nation

(1) Increase liveability to enhance quality of life
(2) Upgrade the economy to raise household incomes
(3) Empower people to strengthen civic participation
(4) Invest in the built environment to improve resilience
3. Changing Mindsets

- Awareness
- Education
- Attitude Change
- Warning &
- Enforcement
Selecting Technologies

- Appropriate
- Available
- Accessible
- Affordable
• Strong political will
• Public education & awareness campaigns for behavioral change
• Receptive stakeholders (NGOs, CBOs, Private Institutions) with community commitment
• Strong Community support and participation- ownership
• Incentives & Penalties
i. **No free plastic bags** in all supermarkets & hypermarkets checkouts

ii. **Ban polystyrene food containers.**

iii. **Ban shark’s fin soup** at all officials functions

iv. Provide **Free buses** in George Town (CAT bus) and free shuttle services to and from industrial area (BESTbus)

v. Announced **Car Free Day** every Sunday in Beach Street, George Town

vi. Total of **200km of bicycle lanes** for both the island and the mainland, out of which, 120km is on the island. (In Progress)

vii. Giving **incentives** to developers who are certified by Green Building Index (GBI).

viii. Place **food waste converters** in markets
*PROGRAMMES & PROJECTS*

**Community Outreach**
- House-to-House Campaign
- Green Camps
- Zero Waste Network
- Penang Green Citizens Programme

**Awards & Incentives**
- Penang Green Office Project
- Penang Green Innovation Incentive
- Penang Rainwater Harvesting Incentive
- Penang Green School Award
- Penang Green Journalism Award
- Penang Green Video Contest
- Penang Environmental Sustainability Award
- Penang Environmental Stewardship Award

**Policy And Research**
- Carbon Reporting
- Green Agenda

**Major Events**
- Earth Day Celebration
- Penang International Green Carnival
- Green Pinang 3A Awards
*Penang Green Agenda*

**Scopes of Penang Green Agenda**

1. **Zero Hunger**
2. **Clean Water and Sanitation**
3. **Affordable and Clean Energy**
4. **Sustainable Cities and Communities**
5. **Responsible Consumption and Production**
6. **Climate Action**
7. **Life Below Water**
8. **Life on Land**

**New Urban Agenda**
Local Action

Collection of used roadside banners to be turned into shopping bags.
Local Action

• Banned the use of Styrofoam food containers.
• Promoting the use of tiffin carriers
2010 - 44 Food complexes on the island
2011 - Education Phase for all restaurants, shops, night markets licensed by MPPP
2012 – Complete ban Dec 1 2012
POSTER TAK NAK STRAW
Survey shows majority support 'no single-use plastic' campaign

Published 2 weeks ago on 14 February 2019
By Opalyn Wul

GEORGE TOWN, Feb 14 — A survey of 1,348 consumers has revealed that 76 per cent are supportive of the state government's "no single-use plastic" campaign, the Penang Green Council (PGC) revealed today.

The survey also revealed that 60 per cent of the respondents agreed to single-use plastics being prohibited from being given out by businesses.

PGC vice chairman Phee Boon Poh said the respondents agreed that a "reward and penalty system" be implemented to encourage consumers to bring their own containers.

*The survey also showed that about half of the respondents dispose of these single-use items after usage, 29.6 per cent sent it for recycling and 19.5 per cent will reuse these items* he said in a press conference at Komtar today.
Enforced the closed house system for pig-farming & chicken farming activities
- Zero Discharge
Establishing Environmental Resource Centres in every district.
Taman Desa Damai Environment Resource Centre - In Housing Estate
Local Action
ZERO WASTE PROGRAMME
(VILLAGE COMMUNITY)
Taman Bagan Lalang Zero Waste Community launching – Learning Centre
Local Action: Managing Mega-events
Collection of Food Waste at Festival
* Installation of Food Waste Machines
5. CHANGING THE RULES
By-Laws & Regulations

1. Source Separation By-laws

2. Waste Generator Pays Principle
*Waste Segregation at Source Campaign*

**OBJECTIVES**

- To raise awareness among the locals in the rural localities pertaining the concept of *Zero Waste* and the importance of **sorting and separating the waste from their household**.
- To reduce the number of open-burnings in the localities.
- To encourage the practice of **recycling** activities.

"A city that cannot effectively manage its waste is rarely able to manage more complex services such as health, education or transportation"

- The World Bank –
Waste Separation at Source
Objectives:

- To educate and raise awareness among the youngsters on the importance of conserving the environment.
- To provide information, exposures and hands-on experience for the youngsters by mobilizing their participation in conservation efforts.

* Target group:*
* Children aged 9 - 12 years old

* Activities inclusive of:*
- Training sessions in group (recyclable items match)
- Design environmental-themed posters
- Producing items from recyclables
- Games
Green Camp
A tool that allows public to search for the nearest recycling and/or buyback centers locations and contacts in Penang.

Objectives
- To increase the efficiency of recycling and/or buyback processes.
- Turning waste into useful resources, hence creating opportunities for zero waste economy.
- Trash2Treasure Mobile App
*AWARDS AND INCENTIVES*

- Penang Green Office Project
- Penang Green School Award
- Penang Green Innovation Incentive
- Penang Rainwater Harvesting Incentive
- Penang Green Journalism Award
- Penang Green Video Contest
- Penang Environmental Sustainability Award (for outstanding organisation)
- Penang Environmental Stewardship Award (for outstanding individual)
PENANG GREEN CARNIVAL 2015
HIGHLIGHTS
Material Recovery Facilities (MRF)

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8. CONCLUSION

• Your Environment, Take The Ownership – There Is No Waste Until You Wasted It!

• Focus on the polluter/waste generator, not the WASTE!

• LOVE – Key for the better environment.
We share the same sunlight so let’s share the same passion and commitment for A Better Tomorrow on Mother Earth.

~Phee Boon Poh