



PLENARY 2 : Connecting the ASEAN Vision With The Global Commitments



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***In Experience as President
Municipal Council of Seberang Perai***



"ONE VISION, ONE IDENTITY, ONE COMMUNITY."

**Connecting the ASEAN Vision With The Global Commitments :
Sustainable Development Goal (SDG)**

ASEAN Connectivity 2025

Vision: "To achieve a seamlessly and comprehensively connected and integrated ASEAN that will promote competitiveness, inclusiveness, and a greater sense of Community."



STRATEGIC OBJECTIVES

INITIATIVES



Sustainable infrastructure

- Increase public and private infrastructure investment in each ASEAN Member State, as needed
- Significantly enhance the evaluation and sharing of best practices on infrastructure productivity in ASEAN
- Increase the deployment of smart urbanisation models across ASEAN

1. Establish a rolling priority pipeline list of potential ASEAN infrastructure projects and sources of funds
2. Establish an ASEAN platform to measure and improve infrastructure productivity
3. Develop sustainable urbanisation strategies in ASEAN cities



Digital innovation

- Support the adoption of technology by micro, small and medium enterprises (MSMEs)
- Support financial access through digital technologies
- Improve open data use in ASEAN Member States
- Support enhanced data management in ASEAN Member States

1. Enhance the MSME technology platform
2. Develop the ASEAN digital financial inclusion framework
3. Establish an ASEAN open data network
4. Establish an ASEAN digital data governance framework



Seamless logistics

- Lower supply chain costs in each ASEAN Member State
- Improve speed and reliability of supply chains in each ASEAN Member State

1. Strengthen ASEAN competitiveness through enhanced trade routes and logistics
2. Enhance supply chain efficiency through addressing key chokepoints



Regulatory excellence

- Harmonise or mutually recognise standards, conformance, and technical regulations for products in key sectors
- Reduce number of trade-distorting non-tariff measures across ASEAN Member States

1. Complete harmonisation of standards, mutual recognition, and technical regulations in three prioritised product groupings
2. Increase transparency and strengthen evaluation to reduce trade distorting non-tariff measures



People mobility

- Support ease of travel throughout ASEAN
- Reduce the gaps between vocational skills demand and supply across ASEAN
- Increase the number of intra-ASEAN international students

1. Enhance ASEAN travel by making finding information easier
2. Ease ASEAN travel by facilitating visa processes
3. Establish new vocational training programmes and common qualifications across ASEAN Member States, in accordance with national circumstances of each ASEAN Member State
4. Support higher education exchange across ASEAN Member States



BRUNEI DARUSSALAM



CAMBODIA



INDONESIA



LAO PDR



MALAYSIA



MYANMAR



PHILIPPINES



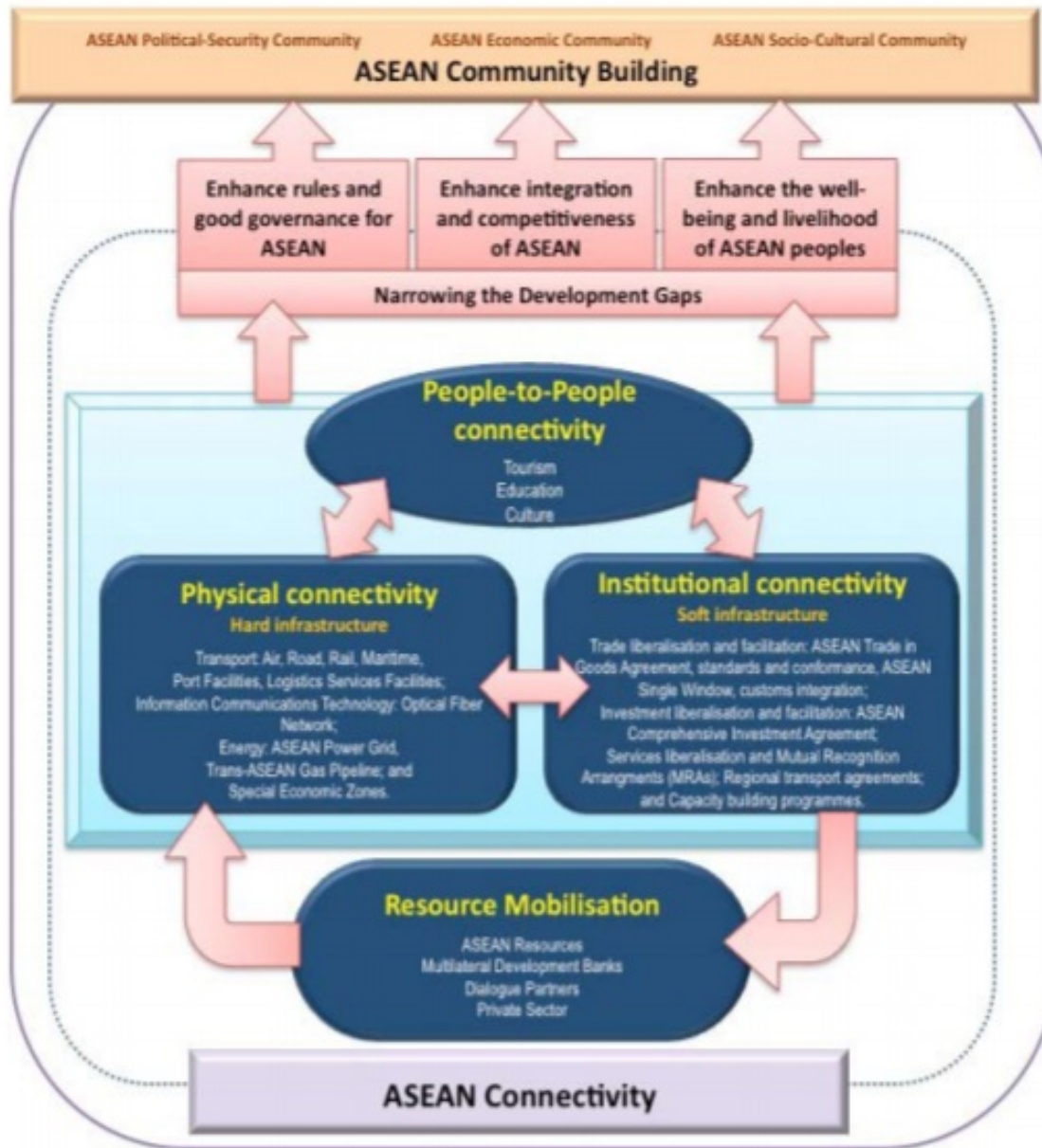
SINGAPORE



THAILAND



VIET NAM



ASEAN : GOALS & VISION: CONNECTIVITY

ASEAN

Economic Community

at a Glance

ASEAN Economy

A Highly Competitive Economic Region

With a combined GDP of **US\$2.6 trillion** in 2014, ASEAN was the **7th largest in the world** and the **3rd largest in Asia**

ASEAN Population

A Fully Integrated Community

In 2014, ASEAN was the **3rd largest market in the world** with **622 million people** behind only China and India

ASEAN Trade

A More Integrated Market

Total trade increased by nearly **US\$1 trillion**

between 2007 and 2014, with **intra-ASEAN** trade comprising **the largest share** of ASEAN's total trade by partner.

ASEAN FDI

A World Class Investment Destination

ASEAN attracted **US\$136 billion** in FDI in 2014, accounting for **11%** of global FDI inflows, up from only **5%** in 2007

ASEAN Connectivity

A More Connected Community

Annual tourist arrivals were up from **62 million** in 2007 to **105 million** in 2014, **almost half** of which were **intra-ASEAN**

The rate of Internet subscription **more than doubled** from **11.8** per 100 inhabitants in 2007 to **28.6** in 2014



one vision
one identity
one community



25 September 2015, the Member States of The United Nations agreed on the 17th Sustainable Development Goals (SDGs) of the Post -2015 Development Agenda



THE GLOBAL GOALS : CONNECTING WITHONE VISION, ONE IDENTITY AND ONE COMMUNITY OF ASEAN

The UN's Sustainable Development Goals in numbers



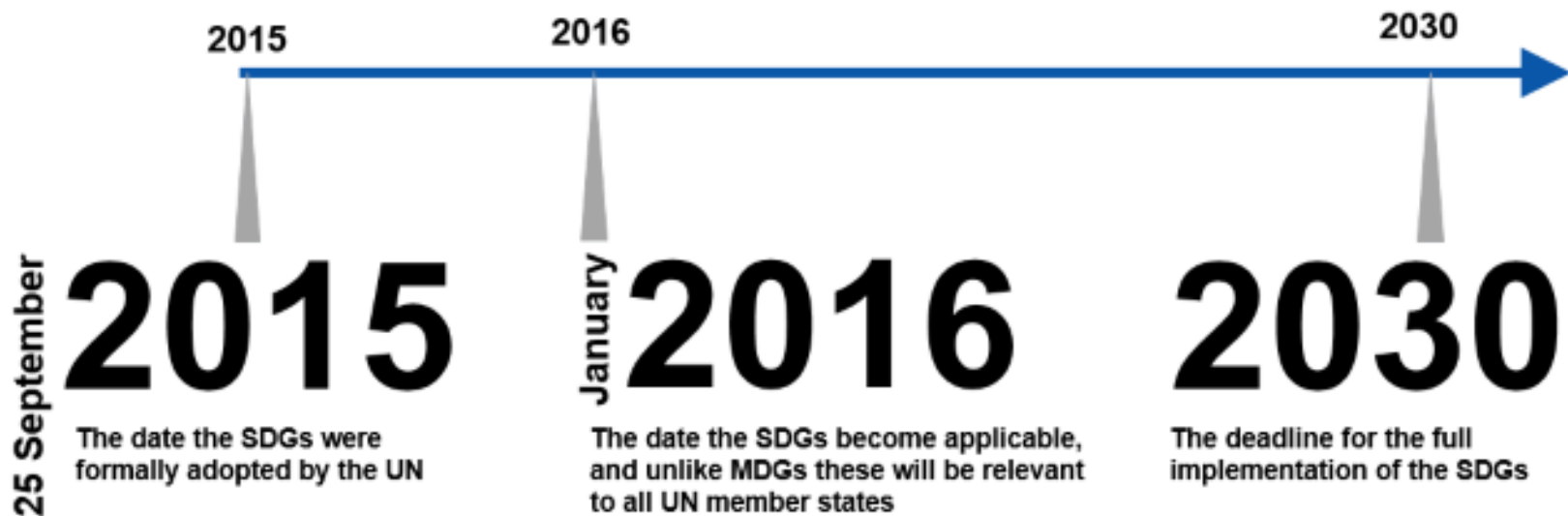
17

Number of Sustainable Development Goals (SDGs)

These are a more comprehensive expansion on the 8 Millennium Development Goals which were agreed by governments in 2001 and run out in 2015

169

Number of targets/indicators which are due to be finalised by March 2016



Information correct as of September 2015

Ricardo Energy & Environment

<http://ee.ricardo.com>

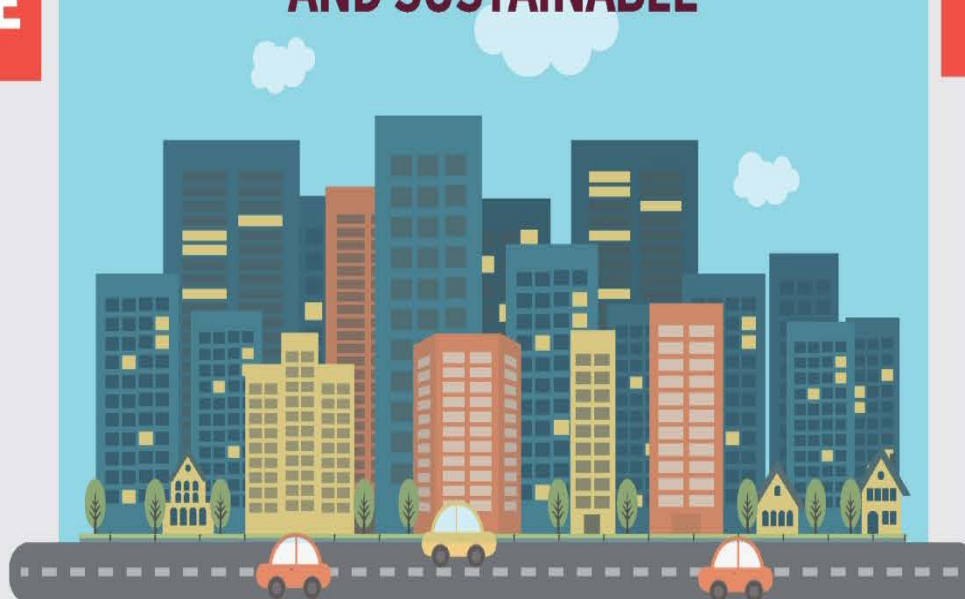
**CHALLENGES OF
URBAN PLANNING
AND COMMUNITY
INCLUSIVENESS**

**INTEGRATED AND
HOLISTIC URBAN
PLANNING POLICY**

**PROCESS OF
FORMULATING
POLICY TO
IMPROVE**

**MAKE CITIES MORE HUMAN
SETTLEMENT
INCLUSIVE , SAFE, RESILIENT
AND SUSTAINABLE**

**CONCENTRATE
OUTCOMES
RATHER THAN
OUTPUT**



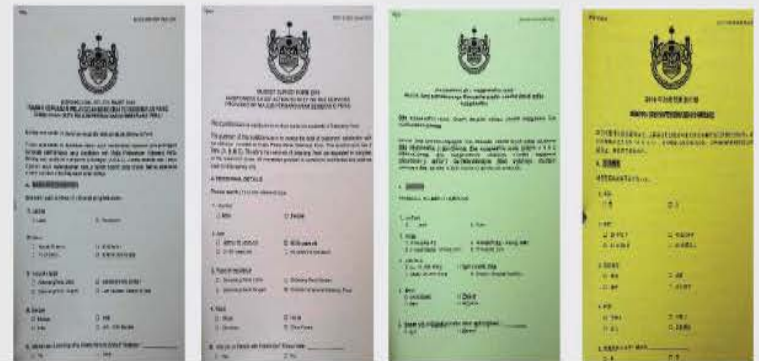


GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)



BUDGETING SURVEY Budget 2017

- From 1st January 2016 till 29th February 2016
- Online Survey & distribute form at MPSP Programs & in Shopping Complexes
- Form in 4 Languages – Malay, English, Tamil & Chinese
- Respondent Gender
48% (Men)
52% (Women)



MPSP Yearly Budget

GRPB – Dialogue Budget



Promoting **greater equity** in resource distribution



Community Participation in Fiscal Management

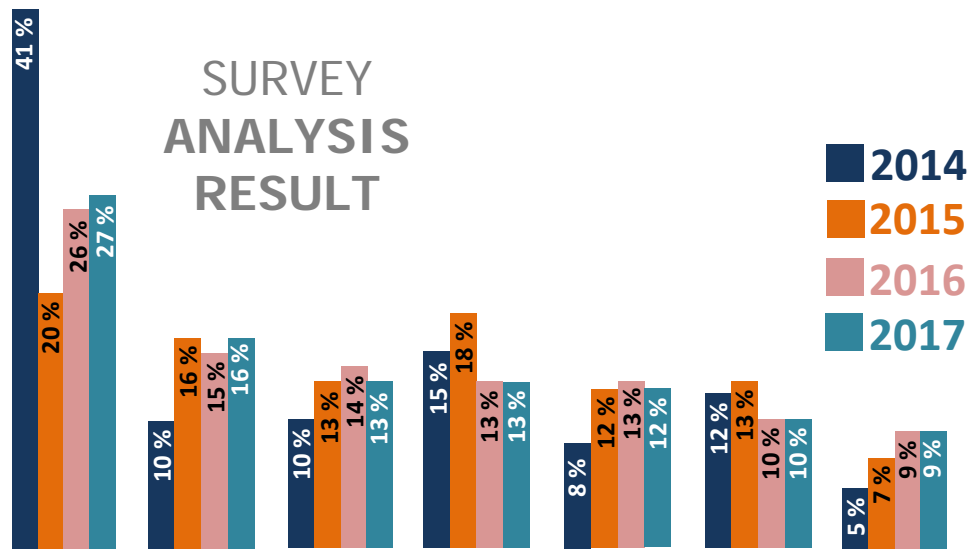


More Participatory & Gender Responsive in the budget process



Encouraging a more **efficient, scientific & democratic** budgeting process

SURVEY ANALYSIS RESULT



CLEANLINESS



INFRASTRUCTURE & PUBLIC AMENITIES



FLOOD MITIGATION



ROAD SAFETY



BEAUTIFICATION & GREENERY



LAW ENFORCEMENT



COMMUNITY ENGAGEMENT

Sustainable Development Goals



GOALS 11:
Make cities and human settlements inclusive, safe, resilient and sustainable

A CITY WITHOUT ACTIVITIES IS A CITY WITHOUT SOUL

SDG 11

CITIES ARE THE SOLUTION

SDG 11 is an opportunity to harness the transformational force of urbanization for sustainable development. Mayors and local governments commit to make cities part of the solution



New
Emphasis
2016-2017



New
Butterworth



Urban Renewal
Bukit Mertajam



Urban Renewal
Bukit Mertajam

Introduction

A stylized illustration of a city skyline with various buildings and a large splash of paint behind it, set against a blue background.

URBAN RENEWAL BUKIT MERTA JAM

Friendship City Programme - City of Yokohama, Yokohama City University,
JICA (Japan International Cooperation Agency), Universiti Sains Malaysia &
Municipal Council of Seberang Perai

横浜市
City of Yokohama

YU • YOKOHAMA
CITY
UNIVERSITY



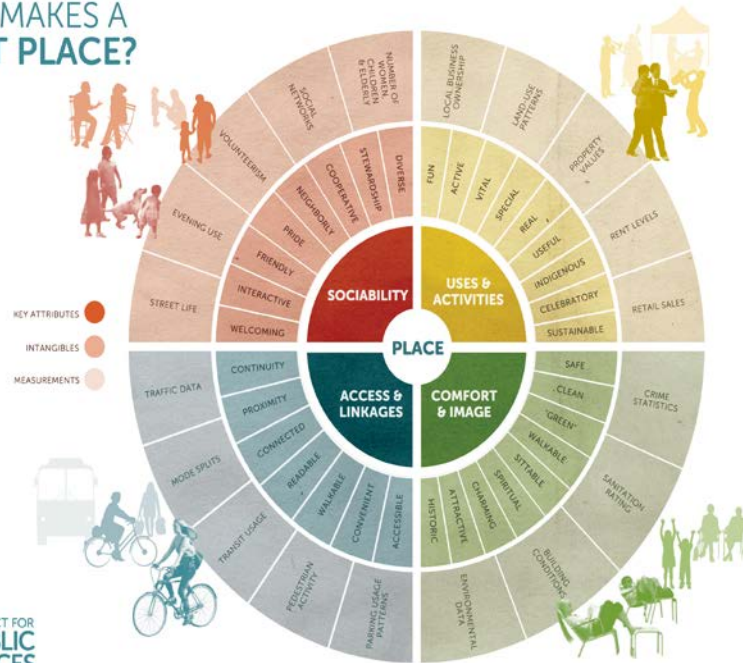
MUNICIPAL COUNCIL OF
SEBERANG PERAI
PENANG, MALAYSIA

*“Project to Create
Townscape
/ Communities for
the City of Seberang
Perai, Malaysia, that
Accents Its History
and Nature”*

COMPONENT OF CREATIVE PLACE-MAKING IN URBAN FABRIC



WHAT MAKES A GREAT PLACE?



Arts

Culture

Heritage



Source : Project for Public Spaces Website

WE ARE

- **Pro- growth**

Enhance Economy Development

- **Pro- jobs**

Increase job opportunities

- **Pro- poor**

Ensure justice on social and economy

- **Pro- talent**

Strengthening education sector to ensure the future of young generation

- **Pro- green**

Preserve & conserve environment

Sustainable Development Goals





SDG 5: GENDER EQUALITY

The goal of SDG 5 is to achieve gender equality and empower all women and girls



WHAT?



1 End discrimination against all women and girls



4 Recognize and value unpaid care and domestic work



2 Eliminate violence against all women and girls



5 Ensure women's participation and leadership in decision-making



3 Eliminate all harmful practices such as child marriage



6 Ensure universal access to sexual and reproductive health and rights

Sustainable Development Goals



GOALS 11:
Make cities and human settlements inclusive, safe, resilient and sustainable

CONCLUSION

11 SUSTAINABLE CITIES AND COMMUNITIES



GOALS 11:

Make cities and human settlements inclusive, safe, resilient and sustainable



Investment



4P's

Legal & Policies Framework



Community Engagement



Public Spaces

MPSP Success Stories



INFORMATIVE TECHNOLOGY

- MPSP Watch
- Smart Monitoring System
- Big Data Analytic
- GiS Map Browser
- Citizen Action Technology (CAT) / Better Penang Apps
[@www.betterpg.com](http://www.betterpg.com)



PHYSICAL PLANNING & DEVELOPMENT

- Batu Kawan Eco-City
- Butterworth Rejuvenating Plan
- Bukit Mertajam Revitalization Plan



CREATIVE & INNOVATIONS

- Intergrated Mobile Office
- Musical Compactor
- Efficient Solution Trap
- Sliding Door Street Lighting



SMART GOVERNANCE

- Focus 2015
- In-House System
- Blank Sheet Strategy
- CAT - Competency, Accountability & Transparency



COMMUNITY ENGAGEMENT

- GRPB
- Local Action 21
- Cleaner, Greener, Safer and Healthier Campaign
- CSR Projects
- MPSP Car Free Morning
- 4R - Rethink, Reduce, Reuse Recycle,



GOOD GOVERNANCE

- Competency
- Accountability
- Transparency



ENVIRONMENTAL AWARENESS

- Solid waste management
- Water waste management
- Air quality management
- Green areas



SOCIAL ENRICHMENT

- Health
- Safety & security
- Social intergration & cohesion



INTELECTUAL & INNOVATION

- Education
- Small & medium enterprises
- Human development



COMMUNITY ENGAGEMENT

- Citizen consultation & participation
- Government outreach



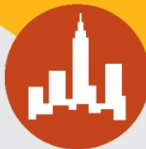
CULTURE & LEISURE

- Tourism
- Leisure venue management
- Cultural venue management



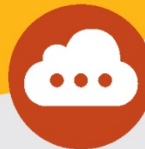
INFRASTRUCTURE ENHANCEMENT

- Urban planning
- Conventional & renewable energy
- Smart grids
- Transportation & water
- Building / housing & lighting

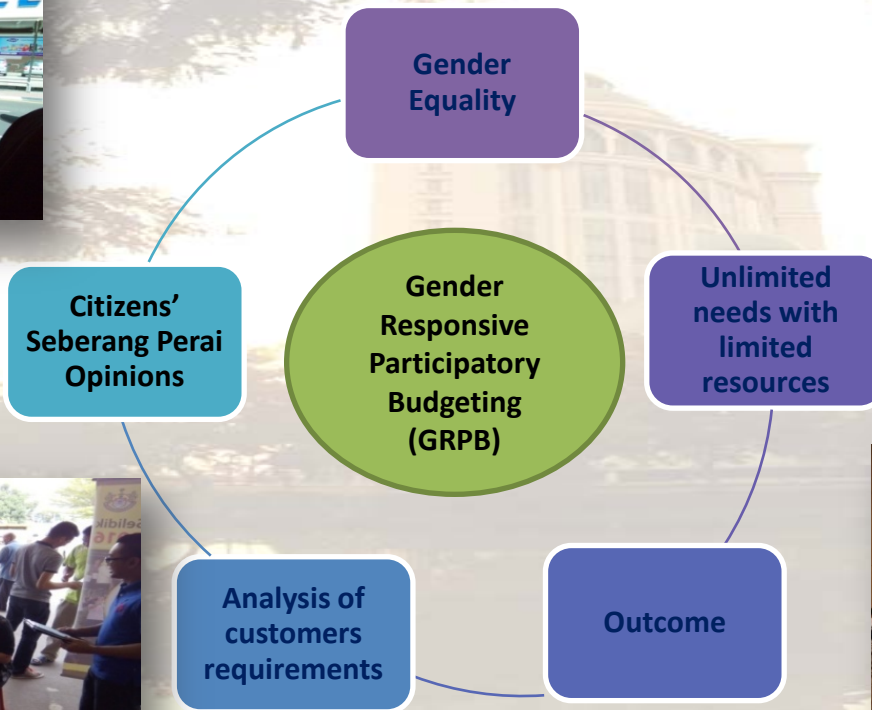


INFORMATION & COMMUNICATION TECHNOLOGY

- eGovernment
- Data centers
- Broadband & wireless
- E-Payment
- Digital Economy



Gender Responsive Participatory Budgeting (GRPB)



CHALLENGES

IMPACT
TO
CITY

- Economic Growth
- Opportunities
- Labor
- Political

IMPACT
TO
SOCIETY

- Culture
- Planning and Development
- Home
- Health

INITIATIVES TO UNDERTAKE CHALLENGES

VISION

- Shared
- Understood
- Subscribed by all citizens

ENTREPRENEURSHIP

- Creative individual & organization
- Can gather, grow and thrive

SPECIALIZATION

- Every city or town should know their strength & challenges

SOCIAL COHESION

- Bottom up imperative of reconstituting the public interest

GOOD GOVERNANCE

- Competency
- Accountability
- Transparency

SMART SYSTEM

- Enhance in Technology

CITY IS THE ENGINE OF GROWTH



CITY FOR THE PEOPLE, PEOPLE FOR THE CITY



**THINK LOCAL
ACT GLOBAL**

**LEARN GLOBAL
APPLY LOCAL**



CONCLUSION

SUSTAINABLE DEVELOPMENT GOALS

GOAL 11 :

“MAKE CITIES AND HUMAN SETTLEMENT INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE”



4P's



THANK YOU



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