

**WELCOMING REMARKS BY YG BHG MADAM AZLINDA AZMAN, THE DEPUTY MAYOR OF PETALING JAYA FOR THE DESIGNING CIRCULAR CITIES IN MALAYSIA STAKEHOLDER CONSULTATION WEBINAR ON 29<sup>TH</sup> JUNE 2020 CO-HOSTED BY PETALING JAYA CITY COUNCIL AND INTERNATIONAL URBAN COOPERATION, EU-ASIA TEAM**

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**ASSALAMUALAIKUM, MAY PEACE, MERCY AND BLESSINGS OF GOD BE UPON EVERYONE.**

**GOOD AFTERNOON TO ALL PARTICIPATING STAKEHOLDERS OF PETALING JAYA CITY AND TO OUR FRIENDS AND PANELLISTS FROM EUROPE, A VERY GOOD MORNING. FIRST OF ALL I WOULD LIKE TO WELCOME EVERYONE ESPECIALLY MR PABLO GANDARA, TEAM LEADER, MR RAUL DAUSSA, CLIMATE AND CITIES EXPERT, IUC ASIA, EU TO THIS STAKEHOLDERS CONSULTATION WEBINAR CO-HOSTED BY PETALING JAYA CITY COUNCIL AND INTERNATIONAL URBAN COOPERATION, EU-ASIA TEAM. INDEED, AGGREGATION OF MULTIPLE STAKEHOLDERS COMPRISING OF OUR HONOURABLE STATE ELECTED REPRESENTATIVES, CITY COUNCILLORS, POLICY MAKERS, OFFICERS FROM VARIOUS AGENCIES, PRIVATE SECTOR, NON-GOVERNMENTAL ORGANISATIONS AND COMMUNITY BASED ORGANIZATIONS REPRESENTATIVES, SCHOOLS, ACADEMICIAN, MEDIA AND MY OFFICERS OVER THE CYBER WORLD VINDICATE THE IMPORTANCE OF TOPIC FOR DISCUSSION THIS AFTERNOON. TAKING THIS OPPORTUNITY ALSO, I WOULD LIKE TO THANK YOU INTERNATIONAL URBAN COOPERATION, EUROPEAN UNION-ASIA FOR ASSISTING PETALING JAYA CITY COUNCIL AND ITS**

**STAKEHOLDERS IN BETTER UNDERSTANDING THE SUBJECT OF CIRCULAR ECONOMY AND EXPLORING WAYS FOR CITY-TO-CITY COLLABORATION IN TRANSITION PROCESS OF PETALING JAYA TO A CIRCULAR CITY.**

**LADIES AND GENTLEMEN,**

**FOR THE BENEFITS OF OUR FRIENDS FROM EUROPE, LET ME BEGIN BY INTRODUCING PETALING JAYA OR BETTER KNOWN AS PJ. PJ WAS DEVELOPED AS FIRST PLANNED NEW TOWNSHIP IN MALAYSIA WAY BACK IN EARLY 1950S. THE PURPOSE THEN, WAS TO PROVIDE SHELTER FOR 70,000 PEOPLE AND TO ALLEVIATE HOUSING CONGESTION IN KUALA LUMPUR, OUR NATIONAL CAPITAL. OVER THE YEARS, PJ HAS DEVELOPED FROM A BEDROOM AND INDUSTRIAL TOWN TO A SELF-SUSTAINED COMMERCIAL AND SERVICES HUB FOR MANY CORPORATES WHO PREFER TO SET FOOT IN THIS PROGRESSIVELY TRANSFORMED TOWNSHIP. MANY COMMONLY FOUND URBAN CHALLENGES ELSEWHERE IN OTHER PARTS OF THE WORLD COULD BE FOUND IN PJ. THESE INCLUDE PROVISION OF AFFORDABLE HOUSING, TRAFFIC CONGESTIONS AND PUBLIC TRANSPORTATION, WASTE AND CLEANLINESS ISSUES, MUSHROOMING OF INFORMAL SECTOR AND INCOMPATIBLE LAND USE ACTIVITIES, HEAT ISLAND EFFECTS AND SOCIAL PROBLEMS. PRESENTLY, PJ IS HOME TO 772,763 PEOPLE WITH 254,174 PROPERTY HOLDINGS. IT IS COMMONLY ACKNOWLEDGED THAT POPULATION OF PJ ATTAIN A HIGH LEVEL OF EDUCATION AND HOUSEHOLD INCOME AMONGST**

**MALAYSIAN IN WHICH AWARENESS AND PARTICIPATION IN COMMUNITY AFFAIRS IS HIGHLY ACTIVE. IN TERMS OF GOVERNANCE, STARTED AS A SANITATION BOARD, THE ADMINISTRATION AND PLANNING FUNCTIONS HAS BEEN BESTOWED TO THE CITY COUNCIL 14 YEARS AGO. TRANSFORMATION FOR SUSTAINABILITY IS INEVITABLE AND CIRCULAR ECONOMY IS ONE OF THE ENABLER, I PRESUME.**

**LADIES AND GENTLEMEN,**

**PETALING JAYA ASPIRES TO BE A SUSTAINABLE, SMART AND RESILIENT CITY BY YEAR 2030. WITH THAT, SUSTAINABLE DEVELOPMENT GOALS OR SDG HAVE BEEN EMBEDDED AS GUIDING FRAMEWORKS IN THE COUNCIL'S ADMINISTRATIVE AND DEVELOPMENTAL PLANNING PROCESS. WE STRONGLY BELIEVE THAT TO ATTAIN SUSTAINABILITY AND RESILIENCE FOR THE CITY, SHIFTING FROM CURRENT LINEAR ECONOMY MODEL TO CIRCULARITY IS FUNDAMENTAL. THIS IS ESPECIALLY SO WITH SCARCITY OF RESOURCES, RAPID URBANISATION, AND POPULATION GROWTH AS WELL AS CHANGING OF PEOPLE'S LIFESTYLE AND CONSUMPTION PATTERN. THE CURRENT COVID19 PANDEMIC SHOWS THAT HOW VULNERABLE CITY DWELLERS ARE WHEN THE SUPPLY CHAIN OF FOOD AND NECESSITY WAS BEING INTERRUPTED. WE NEED TO PREPARE**

**FOR SELF-SUSTAINABILITY AND TO REDUCE DEPENDENCY FROM EXTERNALITIES. PERHAPS, OUR EXISTING INITIATIVE OF ENCOURAGING CITY FOLKS TO COMPOST THEIR FOOD WASTE AND TO START URBAN FARMING IS AN EXAMPLE OF MANY PROJECTS FOR FURTHER UP SCALING AND STRATEGIZING. ON THE OTHER HAND, SMART PLATFORM COMPLIMENTED WITH THE APPLICATION OF IOT, BIG DATA, ANALYTICAL AND GREEN TECHNOLOGIES WILL, OF COURSE CAPABLE OF ACCELERATING THE ACHIEVEMENT OF OUR VISION. HENCE, OPTIMISING THE DIGITAL CUTTING EDGE AS AN ENABLER FOR CIRCULAR CITY BECOMES ONE OF THE FIVE CHALLENGES, APART FROM FOOD WASTE, PLASTICS WASTE AND PACKAGING, CONSTRUCTION WASTE AND HOUSEHOLD E-WASTE THAT WE HOPE TO ADDRESS UNDER THIS PARTNERSHIP WITH IUC, EU. I HOPE THE EU EXPERTS CAN SHARE MORE ON HOW WE CAN CREATE A CIRCULAR HOTSPOT IN PETALING JAYA TODAY. I AM EAGER TO LISTEN TO CREATIVE, INNOVATIVE AND IMPACTFUL SUGGESTION THAT I CAN IMPLEMENT WITH MY TEAM.**

**LADIES AND GENTLEMEN,**

**PETALING JAYA CITY COUNCIL SPENT APPROXIMATELY RINGGIT MALAYSIA 88 MILLION OR EURO \$ 18.4 MILLION IN 2019 FOR WASTE MANAGEMENT AND PUBLIC CLEANSING SERVICES. IT IS ABOUT 20% FROM THE TOTAL CITY BUDGET AND SPENDING OF \$ 26 EURO PER CAPITAL. RELATIVELY, IT IS ON THE HIGH SIDE COMPARED TO OTHER LOCAL AUTHORITIES IN MALAYSIA. I AM CONFIDENT THAT BY EMBRACING CIRCULAR ECONOMY**

**CONCEPT FOCUSING ON REDUCING THE USE OF RESOURCES AND GENERATION OF WASTE, IMPROVING THE RATE OF 3R AND REGENERATING WASTE BACK TO OUR URBAN NATURE SYSTEM, WE COULD HAVE OUR EXPENDITURE CUT BY 2%. THEREBY, IT IS SENSIBLE FOR ME TO SAY THAT FINANCIAL CONSIDERATION IS THE MAJOR MOTIVE FOR COUNCIL TO EMBRACE CIRCULAR ECONOMY APART FROM OUR OBLIGATION TOWARDS GLOBAL AGENDA OF SDG AND AIMS OF MALAYSIAN GOVERNMENT TO DRAFT A CIRCULAR ECONOMY ROAD MAP BY END OF THIS YEAR. IT AIMS FOR MALAYSIA TO LEAD THE DEVELOPMENT OF CIRCULAR ECONOMY IN SOUTHEAST ASIA. A PUSH FOR CHANGE WOULD IN FACT SPUR THE LOCAL ECONOMY, AS NEW SOLUTIONS ARE DEVELOPED TO COPE WITH THE PROBLEM OF WASTE AND LIMITED RESOURCES. IT IS TIMELY AS THE COST OF TREATING WASTE IS ESCALATING EACH YEAR, HENCE FINDING WORKABLE SOLUTIONS TO THAT ARE ESSENTIALLY CRITICAL FOR THE COUNCIL. STARTING A CIRCULAR CITIES PILOT PROJECT IS TIMELY AND I AM EXCITED TO SEE HOW THE PROGRESS OF THE COLLABORATION WITH EU COUNTERPARTS WILL TRANSPIRE IN YEARS TO COME.**

**LADIES AND GENTLEMEN,**

**THE BENEFITS OF CIRCULAR ECONOMY MODEL ARE NUMEROUS AND OBVIOUSLY EU COUNTRIES ARE TAKING THE LEAD. I**

**UNDERSTAND THAT AN AWESOME 630 BILLION DOLLARS OF ANNUAL MATERIAL COST CAN BE SAVED BY STIMULATING ECONOMIC ACTIVITY IN THE AREAS OF PRODUCT DEVELOPMENT, REMANUFACTURING AND REFURBISHMENT, A FURTHER 550 BILLION DOLLARS COULD BE REDUCED IN HEALTH CARE COSTS ASSOCIATED WITH THE FOOD SECTOR AND 3000 EURO \$ INCREASE IN DISPOSABLE INCOME PER ANNUM FOR EU HOUSEHOLDS JUST TO QUOTE A FEW BENEFITS. HAVING SAID SO, IT IS A PRIVILEGE FOR PETALING JAYA AT OUR INFANT STAGE OF CIRCULARITY TO BE GIVEN THE OPPORTUNITY TO ENGAGE, TO DEVELOP STRATEGIC STEPS AND TOGETHER, EXPLORE HOW WE CAN WORK WITH EU CITIES TO CONTRIBUTE TOWARDS A GREENER CIRCULAR ECONOMY IN MALAYSIA WITH PETALING JAYA CITY LEADING THE WAY. TODAY'S STAKEHOLDER CONSULTATION IS THE FIRST INITIATIVE WITH IUC ASIA TO JOINTLY AND IN BILATERAL EFFORTS CONTINUE WITH CIRCULAR ECONOMY EFFORTS IN MALAYSIA WHERE EUROPEAN AND PETALING JAYA CITY EMBARK ON CITY-TO-CITY COOPERATION IN IN THREE KEY AREAS:**

- 1) RESEARCH & INNOVATION**
- 2) KNOWLEDGE TRANSFER OF BEST PRACTICES**
- 3) EXPLORING INVESTMENTS AND BUSINESS OPPORTUNITIES**

**COOPERATION IN THESE AREAS WILL BE PROMOTED WHEN IT COMES TO DESIGNING CIRCULAR CITIES WITH CURRENT SUSTAINABLE DEVELOPMENTS AND ADVOCATING SUSTAINABLE, ENVIRONMENTAL AND CLIMATE-FRIENDLY SOLUTIONS.**

**I AM HAPPY TO LEARN THAT THE IUC ASIA IS WORKING ON A CIRCULAR CITIES PROJECT WHICH AIMS TO FOSTER COOPERATION BETWEEN PETALING JAYA CITY AND SEVERAL EUROPEAN CITIES. COOPERATION IS FRAMED WITHIN THE IUC ASIA PROJECT OF THE EUROPEAN UNION, AND PETALING JAYA CITY COUNCIL IS THE LEAD STAKEHOLDER FOR THE STAKEHOLDER CONSULTATIONS FOR THIS CITY TO CITY COLLABORATION PROJECT. THIS PROJECT IS ALSO FUNDED BY THE EUROPEAN UNION (EU).**

**LADIES AND GENTLEMEN,**

**LAST BUT NOT LEAST, TAKE A STEP IN A TIME, WE HOPE TO ACHIEVE ONE TARGET WITH YOU ALL TODAY: TO INFLUENCE EVERYONE ATTENDING THIS WEBINAR TO MAKE A CONSCIOUS SHIFT FROM LINEAR THINKING (TAKE, MAKE, USE, WASTE) BY TRANSFORMING INDIVIDUALS, COMPANIES AND COMMUNITIES TO ADOPT CIRCULAR THINKING, A PROCESS THAT IS REGENERATIVE IN DESIGN AND TO TRANSFORM PETALING JAYA CITY INTO CIRCULAR CITIES. I HOPE PETALING JAYA CAN CREATE AN INNOVATIVE PLATFORM IN MALAYSIA TO SPARK COLLABORATION BETWEEN MALAYSIAN BUSINESS OWNERS WITH OUR EU COUNTERPARTS.**

**WITH THAT, I WISH YOU A VERY PRODUCTIVE STAKEHOLDER CONSULTATION.**

**THANK YOU AND PLEASE STAY SAFE AND STAY HEALTHY,  
WHEREVER YOU ARE!**