

DESIGNING CIRCULAR CITIES IN MALAYSIA STAKEHOLDER CONSULTATION WEBINAR

29 June 2020 (Monday) - 2:30pm to 5:00pm Petaling Jaya |
(8:30am to 11:00am CEST)

[WebEx Link Here](#)

Meeting number (access code): 163 186 3569

Meeting password: kKQeGGBk575

(55734425 from phones and video systems)

1. Objectives

Based on the recent initiative of the Malaysian Government to introduce a [Circular Economy Roadmap \(CER\)](#) for plastics by end 2020, the stakeholder consultations aims at supporting stakeholders, including state governments, private sector, research and civil society (*quadruple helix*), in taking a unified and collective approach towards a sustainable, circular economic system and an inclusive approach including the informal sector and vulnerable groups as well.

The new [EU Circular Economy Action Plan](#) will serve as a basis for action in Malaysia, where the IUC project will bring best practices from the European pilot cities to achieve circular product design through, e.g. improved durability, reusability, upgradability and reparability of products; increased recycled content in products; and restricting single-use and countering premature obsolescence of products. There is an expected benefit for the European cities to access the growing market of circular economy investments in Malaysian cities.

This stakeholder consultation webinar will enable representatives from government, private sector, research and civil society to dialogue with experts from European cities and organisations on the subject matter. Participants will also explore how city-to-city cooperation with European pairs will support the transition of Petaling Jaya to a circular city.

The Malaysian city of [Petaling Jaya](#)¹ would like to share their top five (5) challenges in their transition to circular economy (1) Food and organic waste (2) Plastic pollution and packaging (3) Construction material flow and design (4) Household e-waste (5) Lack of digital sharing tools & platforms as enabler for circular cities.

In turn, European experts will be invited to share the transition to circular, sustainable economy and how it opens the way to emerging industries and new jobs with higher added value. Best practices will be shared from European cities as well as from members of the [Circular Economy Club](#). Identifying and advancing these opportunities is important, where the [IUC Asia project](#) will introduce some of the most cutting-edge innovations and initiatives in the field.

¹ On 20 June 2006, Petaling Jaya was granted a city status and is now known as the leading growth centre in Selangor. Petaling Jaya has a total population of over 772,763 people and the number of property holdings of 254,174. Petaling Jaya's officials are exploring a pilot project on sustainable urban metabolism by optimising urban material flows & value retention with digital technologies improving waste stream practices in relation to plastic pollution and packaging and possibly other types of waste where the city continues to promote regenerative resources (bio-based materials, renewable energies) and keeping materials in the loops as long as possible.

2. Programme Agenda

29 June 2020 (Monday) - 2:30pm to 5:00pm Petaling Jaya (8:30am to 11:00am CEST)	
14:30 – 14:35	Housekeeping Webinar Rules On Screen
14:35 – 14:50	<p>Opening by Mayor of Petaling Jaya City Council</p> <p>Welcome Remarks from YBhg. Mr. Mohd Sayuthi Bakar, Mayor, Petaling Jaya City Council on “Exploring Steps on How Petaling Jaya Can Work with EU cities to Contribute Towards a Greener Circular Economy in Malaysia”</p>
14:50 – 15:10	<p>Part I – Circular Cities: International Urban Cooperation – Sustainable and Innovative Cities and Regions</p> <p>Welcome Remarks from Mr Pablo Gandara, Team Leader, Sustainable Urban Development Expert, IUC Asia – “Overview of the IUC Asia Project and Potentials of City-to-City Cooperation” – 5 mins</p> <p>Mr. Raul Daussa, Climate and Cities Expert, IUC Asia will deliver “City-to-City Cooperation between Petaling Jaya and EU Cities” – 5 mins</p> <p>Mr. Boyd Dionysius Jouman, Lead, Resilient Environment, Iskandar Malaysia will deliver “Overview of Circular Economy Initiatives in Iskandar Malaysia – 10 mins</p> <p>Moderator: Ms. Jacqueline Chang, Circular Economy Consultant, IUC Asia</p> <p>Rapporteur: Mr. Asyraf Sofian, AXIATA Young CEO Programme</p>
15:10 – 15:30	<p>Part II: Stock Take with Stakeholders - Presenting Petaling Jaya’s Top 5 Challenges</p> <p>Top five (5) challenges are 1) Food and Organic Waste 2) Plastic Pollution & Packaging 3) Construction Material Flow and Design 4) Household e-Waste and 5) Lack of digital tools and platforms as enabler for circular cities</p> <p>“Why 2020 Onwards Petaling Jaya needs to deliver Circular Economy Solutions to Address Our Top 5 Challenges” and “Circular City Planning: The Role of Digital Technology (Where are We and What We Want to Achieve)”</p> <p>Mr Lee Lih Shyan, Director, Solid Waste Management and Public Cleansing, Petaling Jaya City Council – 15 min</p> <p>Moderator: Ms. Jacqueline Chang, Circular Economy Consultant, IUC Asia</p> <p>Rapporteur: Mr. Chen Yee Hwan, AXIATA Young CEO Programme</p>
15:30 – 15:35	Refreshing Break and Come Back Online
15:35 – 17:00	<p>Part III: Circular Material Flows & Design from EU Cities: Digital Solutions</p> <p>Mapping Material Flows in the City: Circle Lab for Cities</p> <p>Mr. Blake Robinson, Senior Strategist – Cities and Ms. Marijana Novak, Data Strategist, Circle Economy – 15 mins</p> <p>Construction & Demolition Waste (CDW) - EU Project on Secondary Raw Materials (SRW) - H2020</p> <p>Mr. Patrick Maurelli, Sapienza University of Rome, CITERA - Interdepartmental Center for Territory, Building, Restoration, Environment, Rome (Italy) – 15 mins</p> <p>Cities as Circular Hotspots: Amsterdam’s circular innovation ecosystem</p> <p>Ms. Cornelia Dinca, International Liaison at Amsterdam Smart City – 15 mins</p>

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	<p>Moderator: Ms. Jacqueline Chang, Circular Economy Consultant, IUC Asia</p> <p>Rapporteur: Ms. Venoshini Sevalingam, AXIATA Young CEO Programme</p> <p>Interactive Discussion with Stakeholders through SLIDO – 15 mins Visit https://www.sli.do/ and enter event code #IUCAsia29June to type your questions and complete the poll or scan with your mobile device</p> <div style="text-align: center;">  </div>
17:00	Closing Remarks by Mr. Pablo Gándara, IUC Asia