

DESIGNING CIRCULAR CITIES IN MALAYSIA FINAL STAKEHOLDER CONSULTATIONS WEBINAR

**19 August 2020 (Wednesday)
2:30pm to 5:30pm Malaysia | 8:30am to 11:30am CEST**

[WebEX link here](#)

Meeting number (access code): 163 391 8548
Meeting password: ppNrGeHM473
(77674346 from phones and video systems)

1. Objectives

Two (2) stakeholder consultations have been carried out with Malaysian stakeholders on 29 June (Petaling Jaya) and 2 July (Penang), including representatives from Iskandar and from the EU. This online stakeholder consultation will now bring together all key stakeholders in the two Malaysian pilot cities to discuss with representatives from the Malaysian government, private sector, research and civil society. Experts will exchange on circular economy challenges and solutions identified in the previous online sessions. They will also explore how city-to-city cooperation with European counterparts will support the transition of Malaysian cities to circular cities.

The webinar will discuss the top five (5) common challenges Malaysian cities are facing in their transition towards circular economy, namely (1) Food, organic waste & water security; (2) Plastic pollution and packaging (in particular single use plastics); (3) Construction material flow and design (including demolition waste); (4) Household e-waste & hazardous waste; and (5) Lack of digital sharing tools & platforms as enabler for circular cities.

In turn, experts from the EU side will be invited to share how their city councils & municipalities have managed to tackle the above-mentioned challenges collectively and how financing circularity will assist these Malaysian cities acting as potential engines in the transition to circular, sustainable economy and how it opens the way to emerging industries and new jobs with higher added value. Identifying and advancing these opportunities is important, and the [IUC Asia project](#) will introduce some of the most cutting-edge technology innovations and financing initiatives in the field.

Background

The initiative to dialogue with Malaysian cities was sparked by 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.

Programme Agenda

19 August 2020 (Wednesday) - 2:30pm to 5:00pm Malaysia (8:30am to 11:00am CEST)	
14:30 – 14:35	MC: Ms. Jacqueline Chang, Circular Economy Consultant, EU IUC Asia Project Housekeeping Webinar Rules On Screen
14:35 – 14:45	Opening Remarks from Delegation of the European Union to Malaysia Mr. Francesco Floris, Head of Trade and Economic Section
14:45 – 15:00	Part I – Circular Cities: International Urban Cooperation – Sustainable and Innovative Cities and Regions Welcome Remarks from Mr Pablo Gándara, Team Leader, Sustainable Urban Development Expert, IUC Asia – “The IUC Asia Project: Potentials of City-to-City Cooperation between Malaysian and EU Cities” – 5 min Mr Lee Lih Shyan, Director, Solid Waste Management and Public Cleansing, Petaling Jaya City Council – 5 min Ms. Josephine Tan, General Manager, Penang Green Council – 5 min
15:00 – 16:00	Part II: How did EU City Councils & Municipalities Approach and Overcome the Top 5 Challenges Shared by Malaysian cities Top five (5) challenges are 1) Food, organic waste & water security (2) Plastic pollution and packaging (in particular single use plastics) (3) Construction material flow and design (including demolition waste) (4) Household e-waste & hazardous waste (5) Lack of digital sharing tools & platforms as enabler for circular cities. 1. Circular Economy: Benefits and Good Practices for Food Waste Mr. Marino Cavallo, Head of Research, Innovation and Management of EU Projects, Metropolitan City of Bologna – 10 mins 2. Recycling 2.0 – How Digital solutions can boost circular value chains Mr. Simon Ellin, CEO, The Recycling Association, European Recycling Industries' Confederation (EuRIC) – 10 mins 3. Smart City/IoT/Digital Solutions for Circular Cities Mr Piero Pelizzaro, Chief Resilience Officer, Milan City Council 10 mins, 4. Digital Innovation & Blockchain Technology for Circular Cities Mr. Francisco Luis Benítez, Expert, Granada Municipality – 10 mins Moderator: Ms. Jacqueline Chang, Circular Economy Consultant, IUC Asia Interactive Discussion with Stakeholders through SLIDO – 20 mins Visit https://www.sli.do/ and enter event code #IUCASIA19AUG to answer the poll or scan the below QR code 

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16:00 – 16:10	Refreshing Break and Come Back Online
16:10 – 17:05	<p>Part III: Financing Circularity</p> <p>1. Introduction to innovative financing tools Ms. Burcu Tuncer, Head of Circular Development, ICLEI World Secretariat (10 min) –</p> <p>2. ASEAN Smart Cities Initiative (ASCI) – Financial Aspects of the Project Mr. Søren Hansen, Project Director, ADB Project – 15 mins</p> <p>3. Financing Circularity: Strategies for Local Governments Mr. Satheesh Pillai, Partner, CircleUp.org – 15 mins</p> <p>Moderator: Ms. Jacqueline Chang, Circular Economy Consultant, IUC Asia</p> <p>Interactive Discussion with Stakeholders through SLIDO – 15 mins</p> <p>Visit https://www.sli.do/ and enter event code #IUCASIA19AUG to answer the poll or scan the below QR code</p> 
17:05	Closing Remarks by Mr. Pablo Gándara, IUC Asia Project of the European Union