



**ENVIRONMENTAL EFFORTS CARRIED  
OUT BY  
MUNICIPAL COUNCIL OF SEBERANG  
PERAI**

**PRESENTED BY:  
MDM. MAIMUNAH MOHD SHARIF  
PRESIDENT  
MUNICIPAL COUNCIL OF SEBERANG PERAI**

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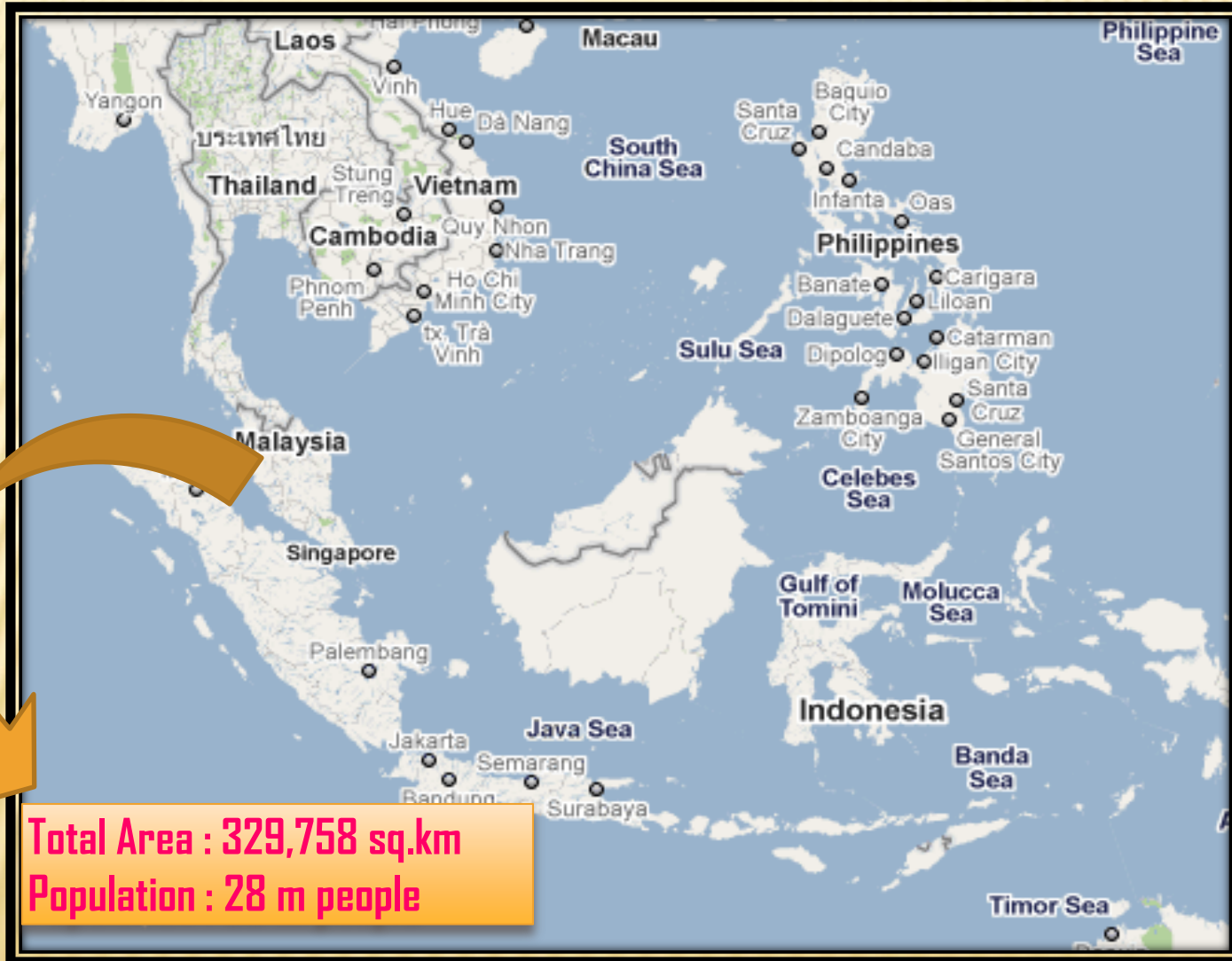
**1. INTRODUCTION**

**2. GREEN PROGRAMS**

**3. ECO-COMMUNITY PROGRAMS**

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# INTRODUCTION

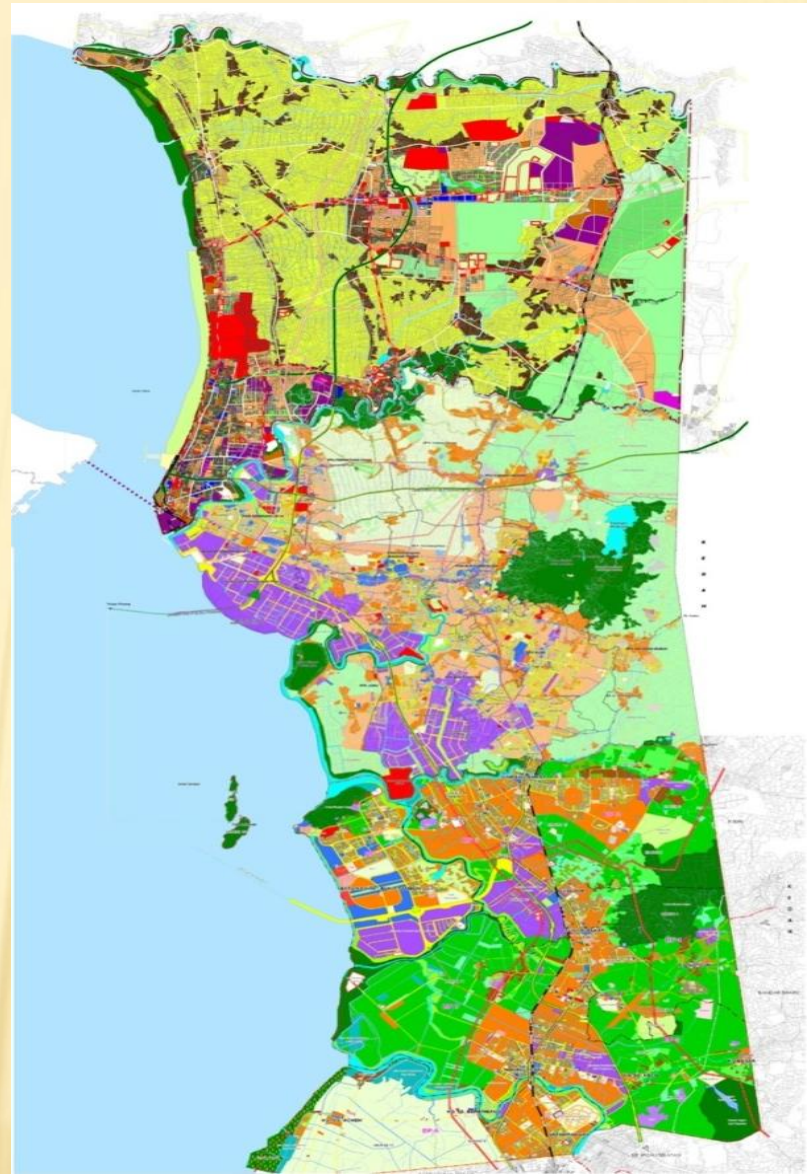
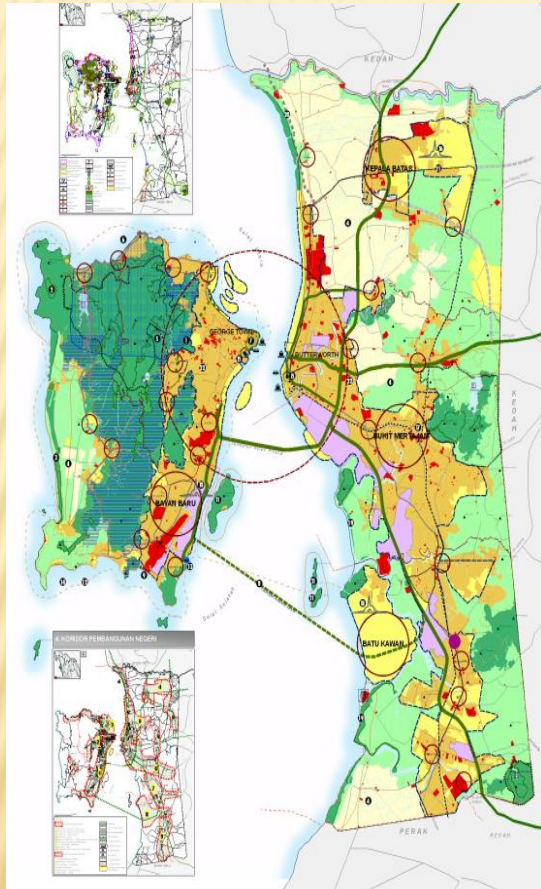


## SEBERANG PERAI

Total / Districts	Area (sq km)	Population ('000)
North Seberang Perai (SPU)	262	288.7
Central Seberang Perai (SPT)	235	362.8
South Seberang Perai (SPS)	241	166.7
	<b>738</b>	<b>818.2</b>



# LAND USE IN SEBERANG PERAI



# Vision

To be a clean, beautiful and comfortable place to stay, work and investment attraction.



# Mission

To provide urban services, development planning and infrastructure efficiently, effectively and responsive to the needs of the community in Seberang Perai.

# GREEN PROGRAMS

- ❖ *Rethink, Reduce, Reuse & Recycle (4R)*
- ❖ *Composting*
- ❖ *Mudball*
- ❖ *Zero Waste*
- ❖ *No Free plastic bag everyday*
- ❖ *Green Schools*
- ❖ *Green Projects*
- ❖ *Aerobics*
- ❖ *Cycling Program*
- ❖ *Green Run and Fun Run*
- ❖ *CSR Projects and Environmental Projects with Industries*

# ORGANIZATION STRUCTURE LA21



**Yang DiPertua**



**Encik Soon  
Lip Chee**



**Encik Ahmad  
Farid B. Md  
Arshad**



**Encik Lim  
Tau Hoong**



**Cik Tan Xin  
Ying**



**Puan Liu  
Ting Ling**



**Encik Noramin  
B. Ramli**

**Secretariat  
of MPSP**

**Chairman:**

Municipal Secretary

**Secretariat :**

Wan Junaidy Yahaya

Abdul Fikri Ridzaudin

Chew Eng Seng

Hj. Abdul Rahman

Roslenda Che Ibrahim

**Pengerusi  
Jawatankuasa  
LA 21  
Mesra Alam**

**Pengerusi  
Jawatankuasa  
LA 21  
Pelupusan Sisa  
Eletronik  
(E-waste)**

**Pengerusi  
Jawatankuasa  
LA 21  
Promosi  
Industri Hijau**

**Pengerusi  
Jawatankuasa  
LA 21  
Kecemerlangan  
Wanita**

**Pengerusi  
Jawatankuasa  
LA 21  
Kesayangan  
Haiwan**

**Pengerusi  
Jawatankuasa  
LA 21  
Pangsa PPR  
Ampangan**



# 4R- E-waste



Max  
RM400  
Incentives  
given

## RECYLING & WASTE GENERATED STATISTIC



YEAR	2010	2011	2012
WASTE (TONS)	555,956.73	546,345.22	528,275.42
RECYLED (TONS)	129,804.44 (23.3%)	144,682.22 (26.48%)	157,286.54
COST SAVING	RM 13,006,404.00	RM 14,497,157.00	RM 15,760,111.00

AS AT NOV 2012,  
RECYLING RATE

**29.77%**

## SOLID WASTE BUDGET

YEAR	2010	2011	2012	2013
BUDGET	RM 36,500,000	RM 47,400,000	RM 65,000,000	RM 85,000,000

# COMPOSTING



# MUDBALL



# NO FREE PLASTIC BAGS EVERYDAY



# GREEN SCHOOLS



# **PARTICIPATION OF SCHOOLS IN GREEN PROGRAMS**

**TOTAL SCHOOLS IN SEBERANG PERAI  
IS 233 SCHOOLS**

**2010 – 30 SCHOOLS**

**2011 – 36 SCHOOLS**

**2012 – 53 SCHOOLS**

**2013 – 78 SCHOOLS**



# GREEN CARNIVAL AND SUSTAINABILITY AWARD



# AEROBICS- Taman Tunku Seberang Jaya & Taman Tugu Demokrasi



## BICYCLE LANE AND CYCLING PROGRAM





**Good sport:** Maimunah (above, left) with some of the cyclists leaving MPSP Bandar Perda. (Below) Some of the cyclists jubilating during the MPSP Green Ride in Bukit Mertajam.



# Riding with a mission

## President takes note of areas needing council attention while on bike outing

**By DERRICK VINESH**  
 derrickvinesh@thestar.com.my  
**Photos by ASRI ABDUL GHANI**

SEBERANG Prai Municipal Council president Maimunah Mohd Sharif took advantage of a cycling programme in central Seberang Prai to look out for weaknesses in the council's cleaning services.

The gutsy lady kept her eyes peeled as she cycled for about 35km together with 200-odd cyclists during the council's Green Ride programme in the district.

The recent ride, which kicked off from the council's headquarters in Bandar Perda, proceeded through Taman Desa Damai, Taman Sentosa, Taman Bukit Indah, Kampung Machang

Bubok, Kampung Mengkuang and Kampung Sungai Lembu before ending at the headquarters.

"As I cycled, I found rubbish strewn indiscriminately and bags of uncollected garbage lying by the roadside as well as uncut grass and untrimmed tree branches in a few housing schemes.

"I made a mental note of these unpleasant sights and later ordered my officers to take necessary action to spruce up the areas concerned," she said in an interview.

Maimunah said this was her second time cycling in Seberang Prai, adding that she had earlier cycled for about 32km during the council's Green Ride programme in north Seberang Prai in March.

Before starting the ride, she said she also informed 20 staff members from the council's Green Ride team to look out for such weaknesses along the cycling trail to further improve the council's services.

She said cyclists should cycle in groups, especially when they ventured on long trails so that they could look out for each other and render assistance to each other when needed.

Maimunah said she had earlier advised all 1,700 council employees to keep a lookout whenever they drove within Seberang Prai and to report back to the respective departments of any unpleasant sights.

"This way, we can help resolve some of the issues without having to wait for the public to lodge complaints with us," she said.

Maimunah encouraged the public to continue conveying their grouses via phone calls, SMS, e-mail messages, letters or verbally to council officers at the MPSP headquarters or through municipal councillors and local community leaders.

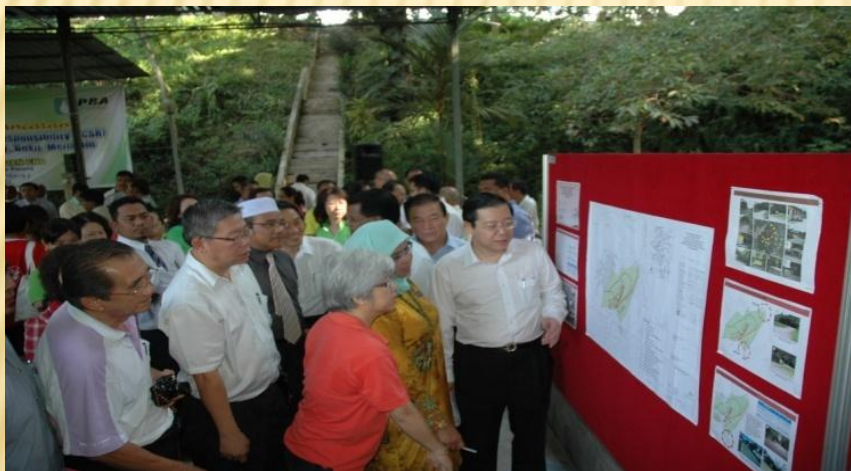
**As I cycled, I found rubbish strewn indiscriminately and bags of uncollected garbage lying by the roadside.**

— MAIMUNAH MOHD SHARIF

# GREEN RUN AND FUN RUN



## CSR PROJECTS



**D.O. HILL BUKIT MERTAJAM SPT**

**SPONSORED : (PBA) PERBADANAN BEKALAN AIR PULAU PINANG**

## CSR PROJECTS

- Launched by Y.B. Tuan Chow Kon Yeow at Jalan Ong Yi How, Butterworth.
- Contribution by Guppy Plastik involved 1800 flower pots and flower plants supplied by MPSP.



## SITI AZILA ALIAS

Taman Rekreasi Bukit DO, Bukit Mertajam, sebuah taman rekreasi yang menjadi tempat melakukan aktiviti riadah dan bersukan akan dinaik taraf melalui pelaksanaan Projek Corporate Social Responsibility (CSR) Majlis Perbandaran Seberang Perai (MPSP). Kos untuk menaik taraf taman berkeluasan 4.04 hektar itu dianggarkan bernilai RM2juta dan ditaja oleh Perbadanan Bekalan Air Pulau Pinang (PBAPP). Taman Rekreasi Bukit DO merupakan lokasi ke-12 dalam kawasan Seberang Perai yang dinaik taraf. Landskap juga akan ditanam di sekeliling kawasan berkenaan dalam usaha untuk memulihara alam sekitar. Majlis pelancarannya disempurnakan Ketua Menteri Pulau Pinang, Lim Guan Eng.



**Kenangan...** Sukarelawan yang hadir mengambil kesempatan bergambar bersama Guan Eng dan Maimunah di atas puncak Bukit DO.



**Simbolik...** Yang Dipertua MPSP, Maimunah Mohd Sharif dan Guan Eng menyiram pokok yang ditanam sebagai simbolik pelancaran projek CSR Taman Rekreasi Bukit DO.



**Ambil peluang...** Sukarelawan yang hadir mengambil peluang untuk bersalaman dengan Guan Eng.



**TOTAL CSR PROJECTS:  
46 PROJECTS**

**SPONSORED PROJECTS:  
22 PROJECTS**

**BALANCE IN THE LIST:  
24 PROJECTS**

# ENVIRONMENTAL PROJECTS WITH INDUSTRIES- MALAKOFF INTERSTATE FELLOWSHIP RIDE 2012/2013



# ENVIRONMENTAL PROJECTS WITH INDUSTRIES- DELTA MANGROVE PLANTING PROJECTS 2012



# ECO-COMMUNITY PROGRAMS

- **BUDGET DIALOGUE**
- **MEDIUM AND SMALL SCALE INDUSTRIES DIALOGUE**
- **GENDER RESPONSIVE BUDGETING**
- **REUSE, RECYCLE, REDUCE, RETHINK (4R)**

# DIALOGUE BUDGET 2012 – COMMUNITY PARTICIPATION IN FISCAL MANAGEMENT

NEXT WILL BE IN APRIL 2013

PROGRAM DIALOG BAJET 2013  
MPSP BERSAMA KOMUNITI  
12 MAY 2012



## CHALLENGES

## PROPOSAL OR RECOMENDATIONS

1. Cleanliness / Garbage Collection
2. Green

1. Increase Recycling Program
2. Education & Awareness
3. Monitoring & Enforcement

3. Floods / Blocked Drains

1. Enlargement of Drainage System
2. Public Engagement
3. Maintenance of Flood Mitigation Pump House

4. Traffic Congestion / Heavy Vehicles

1. Bypass at traffic island Seberang Jaya
2. Build up Multi- Stories Car Park
3. Add provision village street lights

## ISSUES AND CHALLENGES

## PROPOSAL OR RECOMMENDATIONS

5. Illegal Hawkers / Night Market / Wet Market / Food Courts

1. Forbidden Zone / Cleanliness
2. Rebranding
3. Upgrading markets

6. Facilities / Playground / Trees and Grass Maintenance / Landscaping

1. Monitoring and Strict Enforcement
2. Upgrading the Maintenance-trimming
3. Selection of suitable Trees

## MEDIUM AND SMALL SCALE INDUSTRIES DIALOGUE- 27 JULY 2012



**Green and Cleanliness -  
Discussion among industrialists,  
MPSP and Y.B. Tuan Phee Boon  
Poh.**





# PARTICIPATION FROM INDUSTRIALIST ON ENVIRONMENTAL PROJECTS

- ❖ Continental Automotive Components Sdn. Bhd.
- ❖ SONY Perai
- ❖ Flextronics Technology (Penang) Sdn. Bhd.
- ❖ Southern Steel Sdn.Bhd.
- ❖ Teleplan Technology Services Sdn. Bhd.
- ❖ Honeywell Aerospace Avionics Malaysia Sdn. Bhd.
- ❖ Gaban Spices Bukit Minyak
- ❖ Unipipes (M) Sdn. Bhd. Perai
- ❖ Canon Perai
- ❖ Guppy Plastics Industries Sdn. Bhd.
- ❖ Dell Asia Pacific Sdn. Bhd.

# GENDER RESPONSIVE BUDGETING- PPR AMPANGAN



# THE RESULT OF ELECTION

**Pilih KEPERLUAN Tentukan BELANJAWAN**

PPR Ampangan	Jumlah Nilai Kupon Hari 1	Jumlah Nilai Kupon Hari 2	Jumlah Nilai Kupon Hari 3	Jumlah Keseluruhan Nilai Kupon	Keutamaan Keperluan Penduduk
<b>Taman Rekreasi</b>	RM 23,900	RM 10,600	RM 24,200	RM 58,700	1
<b>Kebersihan</b>	RM 13,600	RM 7,400	RM 6,600	RM 27,600	7
<b>Tapak Perniagaan</b>	RM 18,900	RM 10,500	RM 8,300	RM 37,700	4
<b>Kawalan Bangunan</b>	RM 20,300	RM 16,100	RM 19,300	RM 55,700	2
<b>Tempat Aktiviti</b>	RM 15,600	RM 9,500	RM 8,000	RM 33,100	5
<b>Kawalan Persekitaran</b>	RM 12,600	RM 10,000	RM 10,500	RM 33,100	5
<b>Simpang Keluar Masuk</b>	RM 21,600	RM 17,500	RM 13,800	RM 52,900	3
	Jumlah Pengundi Hari 1	Jumlah Pengundi Hari 2	Jumlah Pengundi Hari 3	Jumlah Keseluruhan Pengundi	
<b>Jumlah Penduduk Keluar Mengundi</b>	251	163	183	597 (58.75%)	

# ECO COMMUNITY TAMAN BAGAN LALANG- UNEP & VISITORS



# ECO-COMMUNITY PERMATANG NIBONG-UNEP & VISITORS

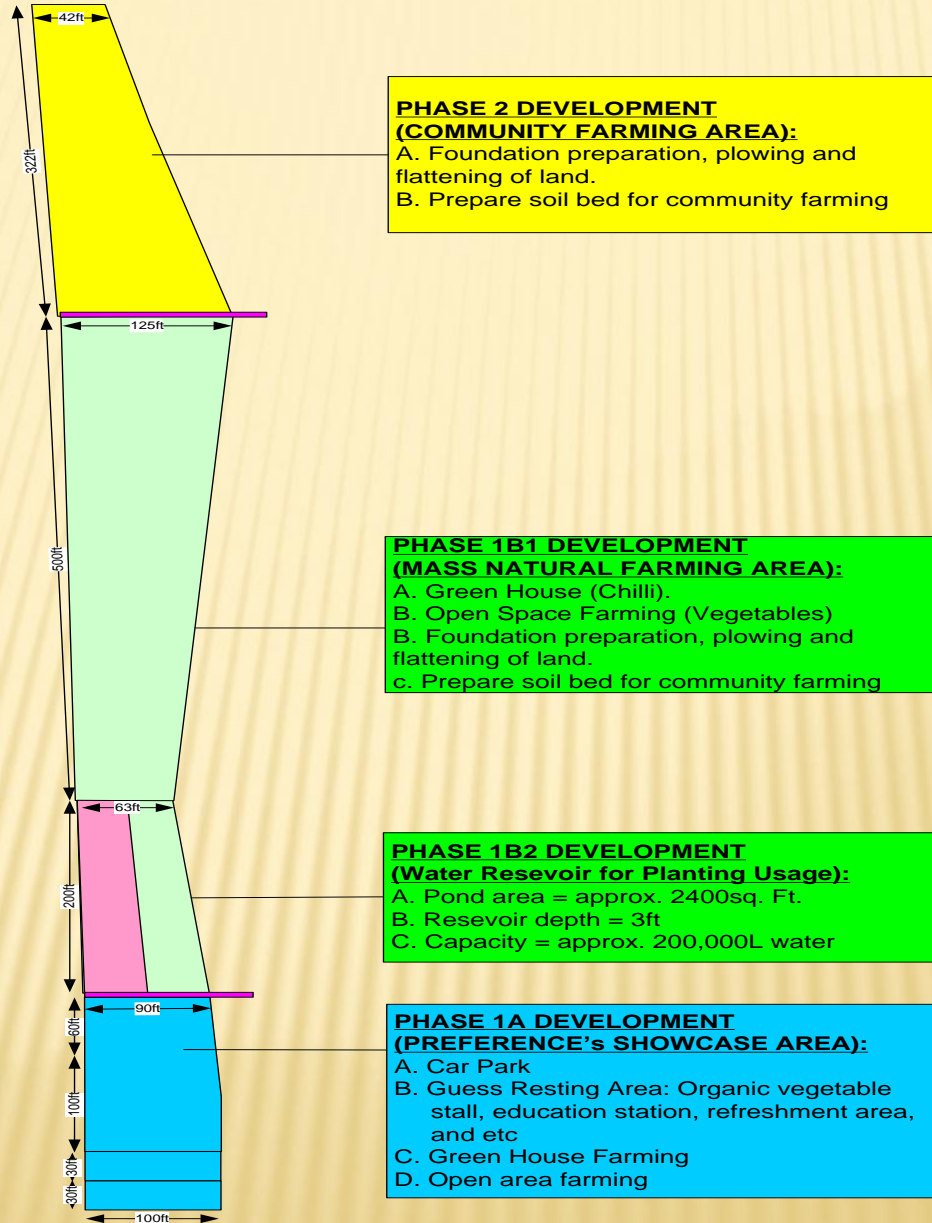


# COMMUNITY FARMING- TAMAN DESA DAMAI-UNEP & VISITORS





# SITE INSPECTION AND MEASUREMENT



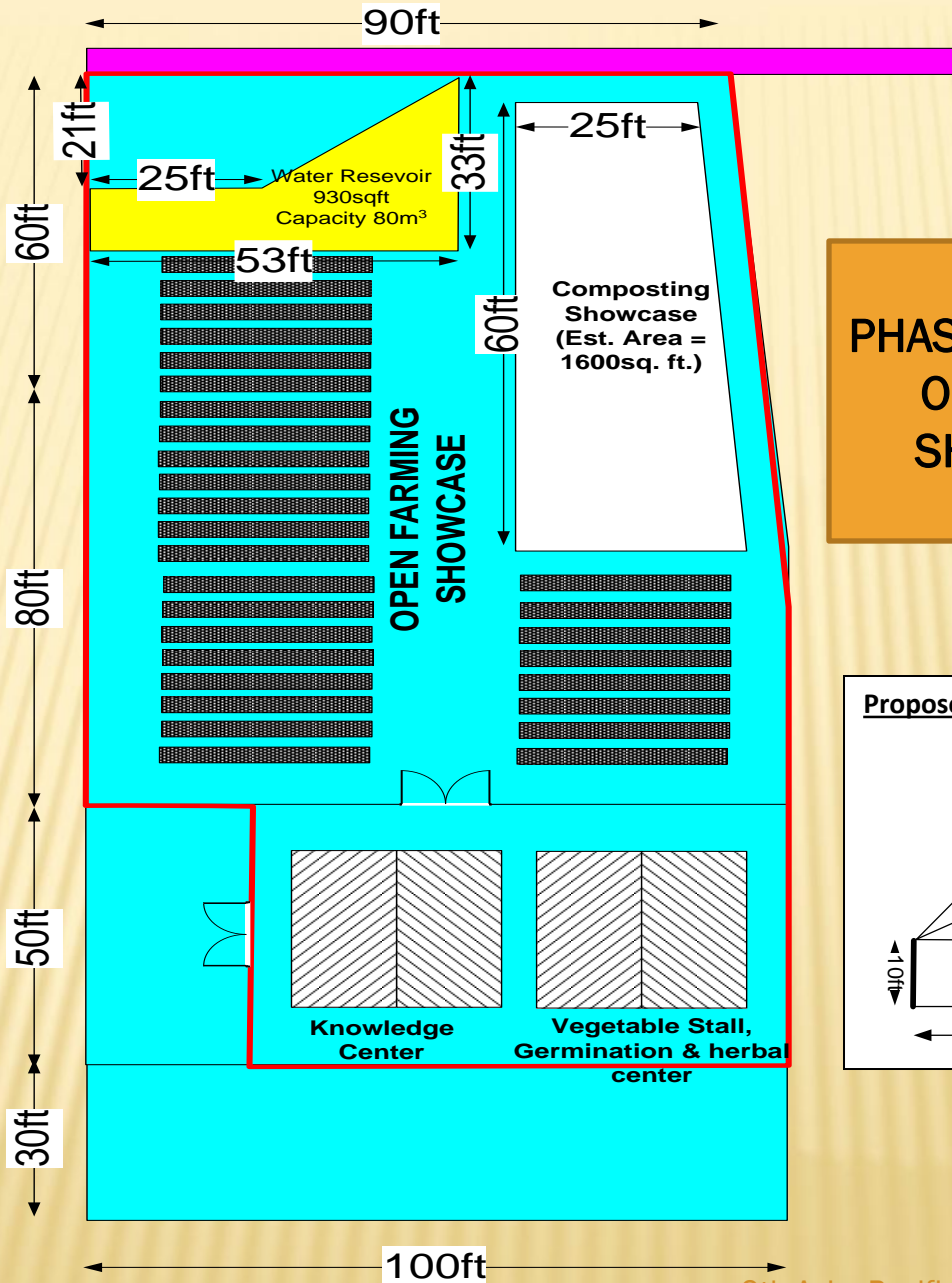
**PHASE 2 DEVELOPMENT  
(COMMUNITY FARMING AREA):**  
 A. Foundation preparation, plowing and flattening of land.  
 B. Prepare soil bed for community farming

**PHASE 1B1 DEVELOPMENT  
(MASS NATURAL FARMING AREA):**  
 A. Green House (Chilli).  
 B. Open Space Farming (Vegetables)  
 B. Foundation preparation, plowing and flattening of land.  
 c. Prepare soil bed for community farming

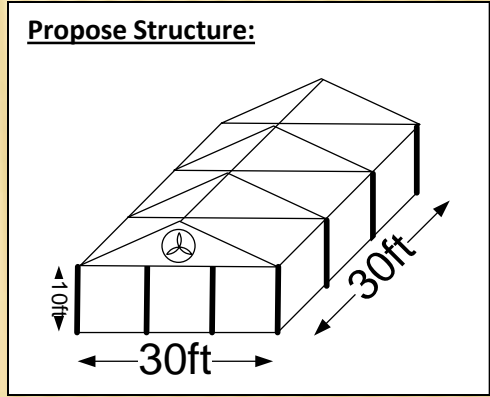
**PHASE 1B2 DEVELOPMENT  
(Water Reservoir for Planting Usage):**  
 A. Pond area = approx. 2400sq. Ft.  
 B. Reservoir depth = 3ft  
 C. Capacity = approx. 200,000L water

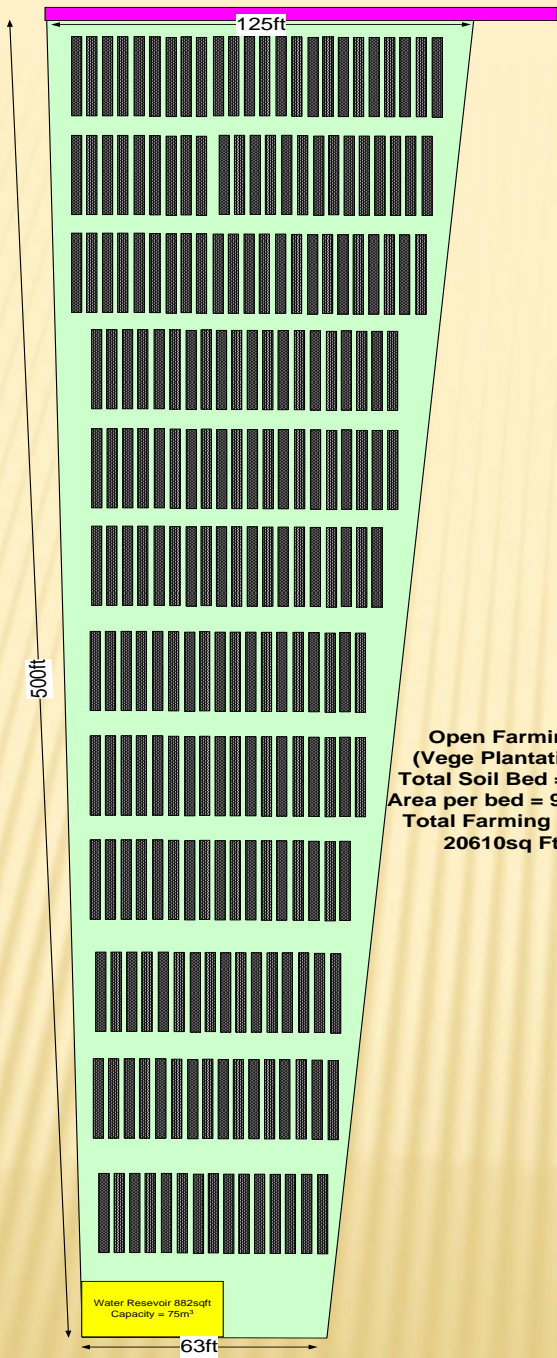
**PHASE 1A DEVELOPMENT  
(PREFERENCE'S SHOWCASE AREA):**  
 A. Car Park  
 B. Guess Resting Area: Organic vegetable stall, education station, refreshment area, and etc  
 C. Green House Farming  
 D. Open area farming





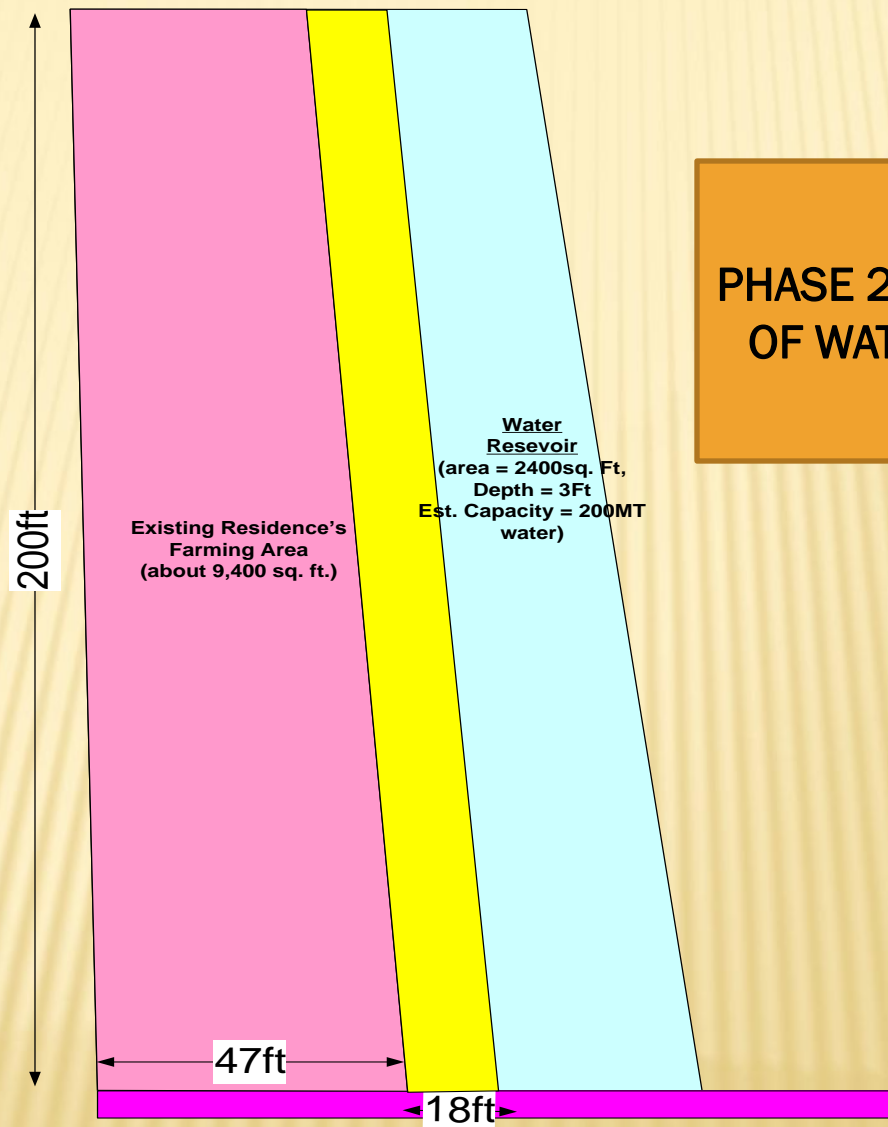
**PHASE 1 : LAYOUT PLAN  
OF PREFERENCE  
SHOWCASE AREA**



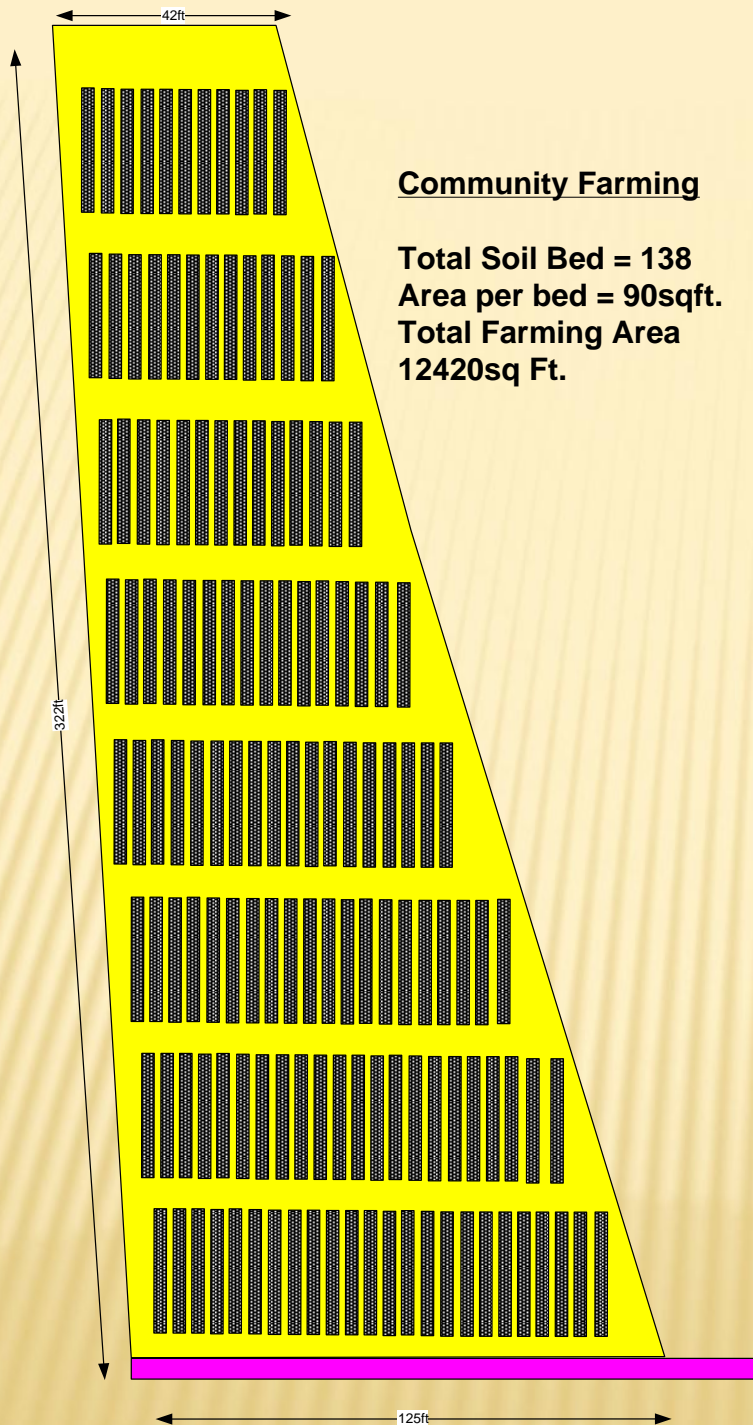


**Open Farming  
(Vege Plantation)**  
**Total Soil Bed = 229**  
**Area per bed = 90sqft.**  
**Total Farming Area**  
**20610sq Ft.**

**PHASE 2 :LAYOUT PLAN  
OF MASS NATURAL  
FARMING**



**PHASE 2 : LAYOUT PLAN  
OF WATER RESEYOIR**



**Community Farming**

**Total Soil Bed = 138  
Area per bed = 90sqft.  
Total Farming Area  
12420sq Ft.**

**PHASE 3 :COMMUNITY  
FARMING AREA**

## ECO TOWN DEFINITION

### ❖ *Eco Town is:*

- *Development of a town which is friendly to nature and in harmony with the environment, advanced on zero emission (eliminate waste to zero by utilizing all waste as materials in other fields)*



**ECO  
TOWN**

**ECOLOGY**



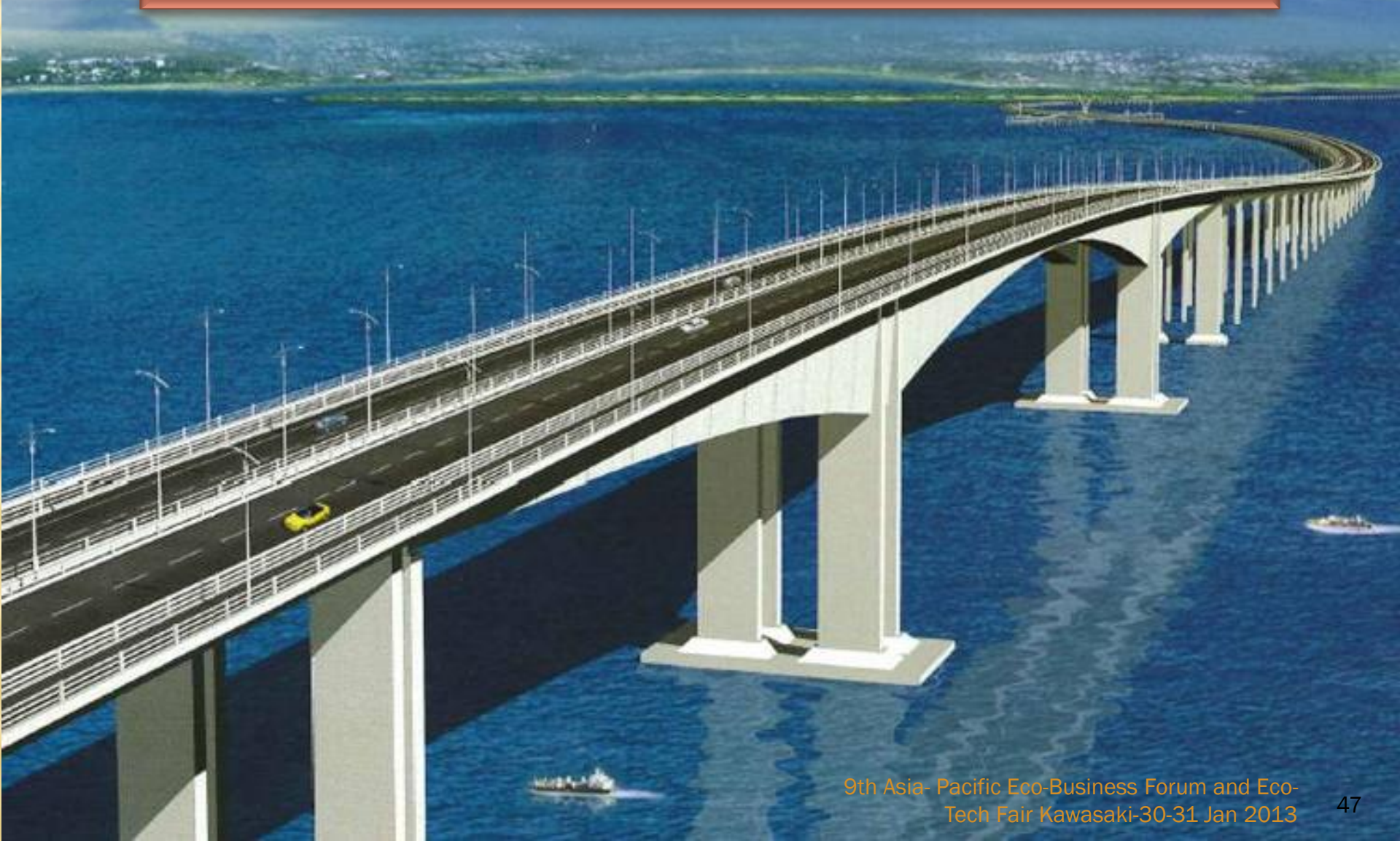
**STAKEHOLDERS**



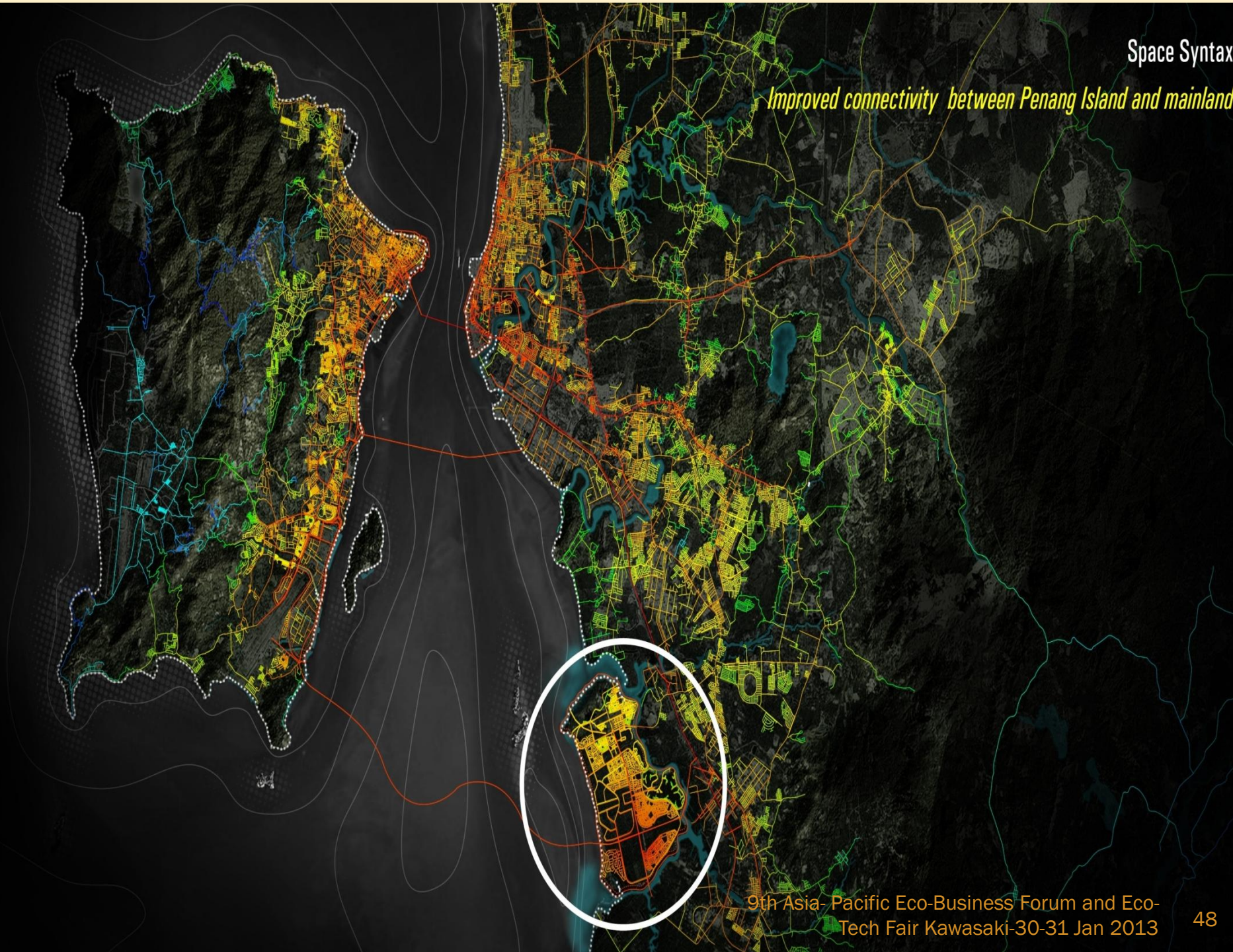
**ECONOMIC**



# PILOT PROJECT AT BATU KAWAN



*Improved connectivity between Penang Island and mainland*





## ECO TOWN BATU KAWAN

### PROJECT A COMPONENTS:

- Bicycle Lane
- Commercial Centre
- Public Transport
- Recycle Centers
- Affordable Housing
- Eco-tourism (Eco Resort Batu Musang, Eco Sanctuary Mangrove Park, Extuarine Birds Sanctuary)
- Public Space

### PROJECT B COMPONENTS:

- Walk way
- Bicycle Lane
- Commercial Centre
- Recycle Centers
- Recreational area
- Public Transport
- Affordable Housing
- Public Space

# REVIEW AND PLANNING WORKSHOP ON ECO TOWN 2012



# DELEGATION FROM JAPAN VISITED PRESIDENT OF MUNICIPAL COUNCIL OF SEBERANG PERAI





**“THINK  
GLOBAL,  
ACT LOCAL”**

**“SUSTAINABILITY  
IS OUR  
COMMITMENT”**

# THANK YOU

## Municipal Council of Seberang Perai

✉ Jalan Perda Utama, Bandar Perda,  
14000 Bukit Mertajam,  
Pulau Pinang, Malaysia.

☎ 604 5497700

☎ 1-800-88-6777 (Toll Free)

📠 604 5395588

🌐 <http://www.mpsp.gov.my>

