Iskandar Malaysia
Strong Sustainable Metropolis of International Standing

Iskandar Malaysia’s Smart City Framework

Presented by Boyd Dionysius Joeman
SVP Environment Division,
21-22 March 2013, 4th HLS ESC, Hanoi
Iskandar Malaysia Is Strategically Located

Source: The Economist Intelligence Unit
Geographical Coverage

- Area: 2,217 km² / 550,000 ac.
- 3 times the size of Singapore
- Population: 1.4 million
- Five PBTs and 3 districts

<table>
<thead>
<tr>
<th>Region</th>
<th>Area (km²)</th>
<th>Population (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iskandar Malaysia</td>
<td>2,217</td>
<td>1.4 (Projected 2025: 3.0 million)</td>
</tr>
<tr>
<td>Singapore</td>
<td>690</td>
<td>4.1</td>
</tr>
<tr>
<td>Dubai</td>
<td>3,885</td>
<td>1.2</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>1,095</td>
<td>6.9</td>
</tr>
</tbody>
</table>
Economic Growth targets

"To develop Iskandar Malaysia into a strong, sustainable metropolis of international standing"

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2005</th>
<th>2025</th>
<th>% change from 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1.4 m</td>
<td>3.0 m</td>
<td>222%</td>
</tr>
<tr>
<td>GDP (PPP) in USD (billion)</td>
<td>20.0</td>
<td>93.3*</td>
<td>465%</td>
</tr>
<tr>
<td>Per capita GDP (PPP) in USD</td>
<td>14,790</td>
<td>31,100*</td>
<td>210%</td>
</tr>
<tr>
<td>Workforce</td>
<td>0.624 m</td>
<td>1.46 m</td>
<td>233%</td>
</tr>
<tr>
<td>Employment</td>
<td>0.610 m</td>
<td>1.428 m</td>
<td>234%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>3-4%</td>
<td>1.8%</td>
<td>166%</td>
</tr>
</tbody>
</table>

Both Federal and State Governments are committed in realising the vision of Iskandar Malaysia.

Economic Benefits to the Rakyat

* Annual growth of minimum of 8% y-o-y (at constant 2005 price)

Source: Iskandar Malaysia Comprehensive Development Plan 2006 - 2025
Iskandar Malaysia Development Strategy

Vision

A Strong Sustainable Metropolis of International Standing

Five Strategic Pillars

1. International Rim Positioning
2. Economic Drivers & Catalyst Projects
3. Socio Economic Equity
4. Institutional Framework & Regulatory Authority
5. Infrastructure Enablers

Equitable & Fair Distribution Among Stakeholders

Growth and Value Creation

Nation Building
Iskandar Malaysia’s Strategic Environmental Policy Approach

**IM VISION:**
STRONG, SUSTAINABLE METROPOLIS
OF INTERNATIONAL STANDING

**STRONG**
PROSPEROUS, RESILIENT, ROBUST,
GLOBALLY COMPETITIVE ECONOMY

**HEALTHY, GLOBALLY COMPETITIVE, KNOWLEDGEABLE SOCIETY**

**SUSTAINABLE**
LOW CARBON BUILT ENVIRONMENT & SOCIETY

**LOW CARBON BUILT ENVIRONMENT & SOCIETY**
GREEN ECONOMY
GREEN EDUCATION & COMMUNITY ENGAGEMENTS & CONSENSUS-BUILDING
LOW CARBON LIFESTYLE
SUSTAINABLE WASTE MANAGEMENT
BLUE & GREEN INFRASTRUCTURE & RURAL RESOURCES
LOW CARBON LAND USE PLANNING

**GREEN TRANSPORTATION**
WALKABLE, LIVABLE & SAFE CITY DESIGN
GREEN BUILDINGS & CONSTRUCTION
GREEN ENERGY SYSTEMS

**ISLAND**
GREEN ECONOMY
GREEN EDUCATION & COMMUNITY ENGAGEMENTS & CONSENSUS-BUILDING
LOW CARBON LIFESTYLE
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**GREEN INDUSTRIES & TECHNOLOGIES**
R&D PARK FOR GREEN TECHNOLOGY
GREEN INCENTIVES
SOURCE & SECURE FUNDING
LOW CARBON VILLAGES & RURAL TOWNS

**GREEN GROWTH CLUSTERS**
GREEN ECONOMY
GREEN EDUCATION & COMMUNITY ENGAGEMENTS & CONSENSUS-BUILDING
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**HUMAN CAPITAL DEVELOPMENT**
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GREEN EDUCATION & COMMUNITY ENGAGEMENTS & CONSENSUS-BUILDING
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IRDA’s Environmental Policy

1. To provide excellent and robust strategic environmental policy advice and directions for Iskandar Malaysia through the Green-focused Agenda; and

2. To oversee the implementation of the Low Carbon Society Blueprint for Iskandar Malaysia.
Rationale on why Iskandar Malaysia has adopted the Green-Focused Agenda

Astute planning & management – on Issues of climate change and global warming; setting targets for a low carbon footprint; and positive support and promotion of a green economy through increased investments in environmental assets, green technology and production.

Without the GREEN, there is no SUSTAINABLE DEVELOPMENT
And it is guided by a Comprehensive Development Plans and its accompanying blueprints...

22 Approved 13 with focus on ENVIRONMENT
IM currently in Phase 2 of development with new challenges to strengthen and generate growth ...
In line with Iskandar Malaysia strategic pillars, definition of Smart City is an integration of economy, environment and social, focusing on 6 factors:

- Smart Economy
- Smart Governance
- Smart People
- Smart Living
- Smart Environment
- Smart Mobility
SMART City - transforming living standards of the people through sustainable economic and technology ecosystem towards smart & inclusive socio-economic growth

Integration of economy, environment and social

Well performing city in 6 focus area: economy, governance, environment, mobility, people and living quality

Built on the ‘smart’ integration of investments of human and social capital

Wise management of natural resources, through participatory governance

Combination of hard and soft infrastructure to fuel economic development and high quality of life
Smart City: not a new concept; it is about HOW we focus, think and implement

i) HOW TO ATTRACT ECONOMY IN A SMART WAY

- Catalytic projects, complementing Singapore and meeting global requirements

ii) HOW TO GET BUY IN FROM PUBLIC THROUGH SMART MEDIUM

- New channels of communication, utilize website to reach out
- Public participations for public feedback,
- Encourage private sector to work together with public sector in providing necessary infrastructure

iii) HOW TO MANAGE ENVIRONMENT IN A SMART COLLABORATION

- Entice developers/investors to share responsibility in environment conservation
- Provide incentives for green technology and infrastructure
- Introducing green economy and carbon credits.
iv) HOW TO PROVIDE FOR A SMART MOBILITY AND CONNECTIVITY

- Focus on public transport for ease of movement
- Improve ICT to ease process of doing business and productivity

Talking to grass roots and younger generation,
- Provide trainings and event to promote harmony living,
- Provide jobs opportunity and reach out programs

v) HOW TO PRODUCE SMART PEOPLE AND MIND SET

- Promote shared responsibility
- Provide diversified and choices in education and health for a better lifestyle,
- Provide diversified recreational facilities

vi) HOW TO PROVIDE A SMART QUALITY OF LIVING,
There are 6 factors and 28 characteristics that define IM Smart City

**SMART ECONOMY**
Growth & Competitiveness
- Economic Growth and Value Creation
- Innovative economic growth
- Equitable Wealth Distribution
- Entrepreneurship

**SMART ENVIRONMENT**
Natural resources
- Clean environment
- Environmental protection
- Green development
- Green infrastructure
- Smart Growth
- Green Economy

**SMART GOVERNANCE**
Efficient & Participation
- Public Participation
- Efficient Public and social services
- Private Public Partnership
- Transparent governance

**SMART MOBILITY**
Connectivity & ICT
- Efficient Road accessibility
- Efficient Public transportation
- Non motorized accessibility
- Availability of ICT infrastructure

**SMART PEOPLE**
Social and Human Capital
- Caring community
- Racial Harmony
- Skilled and Talented Human Capital

**SMART LIVING**
Quality of Life
- Safety and security
- Low Carbon lifestyle
- Housing quality
- Educational quality
- Health Conditions
- Cultural facilities
- Tourist/rec attractiveness
17 Smart City indicators implemented Iskandar Malaysia-wide; 22 in each Flagship Zone

17 INDICATORS FOR IM WIDE,

2 on Smart Economy, 3 on Governance, 1 on Environment

3 on Smart Mobility, 3 on Smart People and 5 on Smart living

22 INDICATORS FOR FLAGSHIP IMPLEMENTATION WITH FLAGSHIP B - NUSAJAYA AS PHASE 1
Social Inclusiveness and Human Capital are Key Components of Smart City and IM Social Development Framework

Background

- There will be significant growth and development in Iskandar Malaysia. By year 2025, GDP per capita is projected to be USD31,100 and 650,000 to 800,000 employment to be created.

- However, there is also fear that a small proportion of the local population would be left behind by the thrust and pace of the development. It is therefore imperative that strategic social intervention initiatives be put in place and implemented in order to mitigate the negative impacts of the above risks on Iskandar Malaysia’s aspiration of a holistic and sustainable socio-economic development.
Housing quality is one of the Smart Living characteristics in Iskandar Malaysia, focusing on affordable housing

1) Perumahan Rakyat Iskandar Malaysia (PRISMA)

- **1500** units of quality rental housing
- Eligibility – Working within 20km radius, with household family income RM3000
- Type:
  - (88%) 900sf, 3 rooms, (RM360 – 420/mth)
  - (10%) 1200sf, 4 rooms for family of 6 (RM480 – 560/mth)
  - (2%) 900sf, 3 rooms for OKU (RM420/mth)
Affordable housing policy for development in IM to ensure houses of RM150k – RM300k built for the local market

2) Iskandar Malaysia Affordable Housing Policy

<table>
<thead>
<tr>
<th>Type</th>
<th>Break</th>
<th>Built Up</th>
<th>Plot Size</th>
<th>Type</th>
<th>Selling Price</th>
<th>Proposed Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>PKJ Type A</td>
<td>5%</td>
<td>750sqft</td>
<td>NA</td>
<td>Strata</td>
<td>RM42,000</td>
<td>RM2,500</td>
</tr>
<tr>
<td>PKJ Type B</td>
<td>10%</td>
<td>850sqft</td>
<td>NA 16’x55’</td>
<td>Strata</td>
<td>RM60,000 – RM80,000</td>
<td>RM4,000</td>
</tr>
<tr>
<td>Johor Affordable Housing</td>
<td>20%</td>
<td>1,000sqft</td>
<td>18’x60’</td>
<td>Landed (Terrace Courtyard Homes)</td>
<td>RM120,000</td>
<td>RM5,000</td>
</tr>
<tr>
<td>Medium Cost Shops</td>
<td>5%</td>
<td>1,200sqft</td>
<td>NA</td>
<td>Landed</td>
<td>RM150,000</td>
<td>RM5,000</td>
</tr>
<tr>
<td>Total</td>
<td>40%</td>
<td>From total development</td>
<td></td>
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</tbody>
</table>
In generating smart citizen or smart people, racial harmony and caring community are key to social balance in Iskandar Malaysia.

- **40** Orang Asli youths trained in construction industry and certified by CIDB
- **140** Local youths trained and certified by CIDB
- **4,200** Families (10,000 people) in dilapidated low-cost flats now living in a better environment
- **>50%** Increase in management fees collected from low-cost flats
- **3000** Took part in Racial Integration Programme
- **800** Villagers in Kg Sg Melayu to benefit from Sustainable Livelihood Project for Vulnerable Community
And Citizen participation in transformation projects such as JB Transformation Programme is vital for effective and smart governance.

12-14 Oct 2012: JB Transformation Open Day has successfully created a platform of convergence between the government, businesses, and local communities.
Transformation of JBCC emphasises both physical and economic improvements in an area of 1,500 ac

**TO REJUVENATE AND REVITALIZE JB CITY CENTER AS A LIVEABLE CITY THAT ATTRACTS VIBRANT ACTIVITIES AND POPULATION**

**To be**

LITTLE VENICE for canal, heritage and culture, and BILBAO for Rejuvenation Strategies/Initiatives

**Livability**

Compact and conducive living environment

- Transport
- Culture
- F & B
- Housing
- Local Entertainment
- Green space
- Quality streetscape
- Low crime

*ECA : (Asia) JB ranks 34 out of 240 cities (World) JB ranks 197 out of 252 cities*

**Quality of life index measures for improvements**

**Economic**

Vibrant activities in conducive environment

- **Immediate:**
  - Retail
  - Heritage and cultural tourism

- **Future:**
  - Professional back production offices
  - City Campus
The natural strengths of Johor Bahru City Centre (JBCC) result from its strategic location, in the past and today

**STRENGTHS**

1. **Proximity to Singapore, leveraging 8 mil population**
   - 700 meters away from Woodlands CIQ
   - On average, 7 foreign visitors entered through Johor every 10 minutes

2. **Faces Straits of Johor for waterfront development**
   - 1.5km of waterfront frontage

3. **JBCC rich in history and cultural as tourism content**
   - Established 1855, have more than 250 heritage buildings
In 2010, IRDA, MBJB and Johor State joined forces to rejuvenate JBCC. Efforts reflected in year 2012 are …

- Increase in Development Submission 124% from base year 2010
- Increase investment and in anticipated Property Assessment for MBJB of RM2.7 mil
- Successfully gain buy-in, support and participation from locals, business communities and investors
- 1 of 3 key abandoned projects has new owner (Pacific mall)
Iskandar Malaysia: Today and Tomorrow

Today Iskandar Malaysia
High Carbon Society, Lower Sustainability

Tomorrow Iskandar Malaysia
Low Carbon Society, Higher Sustainability, Green Growth/ Economy
THANK YOU

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