



Sustainable Eco-Development of Kampong Baharu

A Policy Perspective



Project Team Members

Kyoto University

Rajib Shaw
Yukiko Takeuchi
Miwa Imura
Hatsumi Umakoshi
Shimpei Iwasaki

Malay Agricultural Settlement (M.A.S)

Shamsuri bin Suradi

Design and Layout

Takayuki Moriyama

Contact Details

Shamsuri bin Suradi

Honorable Secretary
Malay Agricultural Settlement
(M.A.S)
Multipurpose Hall Kg. Baharu
No.70, First Floor,
Jln. Haji Hashim/ Jln. Hamzah
Kampung Baharu 50300,
Kuala Lumpur, MALAYSIA
Tel: 603-26925220
Fax: 603-26985220
E-mail: shamsuri51@gmail.com

Rajib Shaw

Associate Professor
International Environment and
Disaster Management Laboratory,
Graduate School of Global
Environmental Studies
KYOTO UNIVERSITY
Yoshida Honmachi, Sakyo-ku, Kyoto
606-8501, JAPAN
Tel/ Fax: 81-75-753-5708
E-mail: shaw@global.mbox.media.kyoto-u.ac.jp
Web: <http://www.iedm.ges.kyoto-u.ac.jp/>

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PREFACE

To me, Kampong Baharu has been a hidden treasure till 2004, when I first visited the place to enjoy delicious food, especially grilled fish (ikan bakar in Malaya). The charming atmosphere with traditional buildings, twin tower on the backdrop, lots of greens with fruit trees, small alleys were some of the first impressions about the area. This prompted me to think of the original nature of this small neighborhood in the heart of the city of Kuala Lumpur. Being an urban village, the neighborhood has been able to keep its distinctive feature, through an unforeseen balance of human activities, social ties and nature. The origin of the Kuala Lumpur, as the place is known, provides ample research opportunities to vast professionals, and can be considered a very good field campus of environment and disaster management education and research.

Our work in Kampong Baharu has been supported by several people through collective and cooperative initiatives. To start with, myself, and my team are extremely thankful to Professor Saburo Matsui, the then leader of Group 1 of JSPS VCC Core Program, who invited to join the JSPS VCC team. I am also thankful to Malaysian Counterpart Professor Azizan of University of Malaya for her support in the initial part of the work. We are also thankful to UITM (University Technology Mara: Dr. Siti Omar and Ms. Noriati Mat Som) for their support and inspiration in the initial part of the research. Thanks also go to Dr. Jemilah Mahmood, Azam and team in MERCY Malaysia with whom we did the first town watching in Kampong Baharu. We need to acknowledge the support and involvement of Dr. Miki

Yoshizumi in the initial part of the research, and Professor Shimizu for his support and inspiration. This publication is made possible with the financial help of GCOE (Global Center of Excellency) Program “Human Security Engineering in Asian Megacities”.

The work presented here is primarily the product of the survey conducted between May to September 2008 by the Kyoto University team. The work would not been completed without the support of M.A.S (Malaya Agricultural Society), and the leaders of the Kampong Baharu. Especial thanks go to Mr. Shamsuri bin Suradi of M.A.S for providing all the support for the field research and questionnaire survey. We also acknowledge the cooperation of other leaders like Mr. Zakaria and Mr. Mashuti of M.A.S Last, but not the least, people, school teachers, students of Kampong Baharu has cooperated with us in different phases of this research. We are deeply indebted to them.

The policy note is not a stagnant document. It needs revision, updating and new evolution. This document is one of the first steps to understand and analyze the problems in Kampong Baharu, and a small attempt to suggest collective actions to enhance the eco-development in the area. We will be very happy if some of these suggestions and analysis are considered useful to the people of the region, and can be turned into action.

Rajib Shaw
Kyoto University
March 2009

EXECUTIVE SUMMARY

Kampong Baharu located in the central part of Kuala Lumpur, Malaysia, literally meaning “New Village” came into existence in 1899. An area originally of about 223 acres between the Klang River and Batu Road was reserved as the Malay Agricultural Settlement (M.A.S). There were originally nine communities, then reduced to seven under a special autonomy of M.A.S. Total population of the area is around 45,000 with certain variation every year. Today, Kampong Baharu remains a unique enclave of still generally low rise structures with a strong Malay flavor of interesting yet relaxed life. Much discussion continues on its future, with those arguing for and trying to profit from huge redevelopment.

A draft of Kuala Lumpur City Plan 2020 was unveiled by the Kuala Lumpur City Hall (DBKL) on May 2008. The draft was prepared under the provision of Section 13 of Federal Territory (Planning) Act 1982, ensuring that the planning for Kuala Lumpur will strike a balance between physical, economic, social and environmental development (Kuala Lumpur City Hall 2008). The draft local plan is expected to affect not only Kuala Lumpur but also Kampong Baharu. As the draft acknowledges, there is crucial significance in meeting needs of the people that is vital for the development of Kuala Lumpur. This is because it reflects upon a strong social foundation that creates an inclusive society for the Kuala Lumpur city. Therefore, understanding the environmental, economic and social aspects of Kampong Baharu is considered an effective perspective to build collaborative partnership among the stakeholders.

There are some environmental issues in Kampong Baharu. It can be divided into actual facts and potential perception issue. In the factual issues, garbage is one of the key problems of the area, followed by landscape. High walls and concrete road have distanced the rivers from the people. Greenery is another issue, in terms of

numbers and types. In case of perception on environmental issues, people have different thinking on the problem. Also, most of the residents depend on the government to solve their problems.

In case of economic issues, there is a large gap between the individual and commercial businesses. Although there has been tremendous progress on economic front in the surrounding areas, especially after the KL twin tower was constructed, most parts of the neighborhood remained isolated from this development. There has been a lack of demand or market creating for the business, and economic infrastructures were lacking in the community. Since Kampong Baharu was designated as the residential area, there have been several problems on the land use change, especially related to the commercial areas.

There are three major social issues in Kampong Baharu: (1) conflict between immigrants and local Malaysians, (2) people's interest in own community, (3) and appropriate leadership in community. There have been immigrants from different countries, and this place has been a stop-over point of many immigrants, before they find appropriate jobs in the city. This issue has often de-touched them from the local communities. People are gradually losing interest in their own community, and lacks strong leadership in the community.

On the basis of the above discussions, this section explores policy tools for

sustainable eco-development of Kampong Baharu. The policy tools can be divided into two components: community-based eco-development and strengthening the capacity for institutional development. Community based eco-development incorporates promotion of tourism, environmental conservation, and strengthening the sense of unity among the residents. On the other hand, strengthening the capacity for institutional development incorporates strengthening the capacity of M.A.S, enhancing collaboration between M.A.S and the KL city government.

There need to be a road map of sustainable eco-development in Kampong Baharu. To develop the road map, series of discussion and consultation was held at different levels. The road map presented here is the collective product of this process. The actions are divided into three aspects: individual, collective (community) and institutions, and are categorized into environment, economic and social aspects.

Green campaign is considered as the starting point of the individual shorn term activity. This would be one of the awareness raising campaign for the local people and community. Neighborhood watching can continue on regular basis, and can be considered as the collective action to short to medium term. To institutionalize these activities, M.A.S and the local school needs to conduct long term initiatives through school education program and 3R (Reduce,

Reuse and Recycle) initiatives. On the economic front, the activities should start from revitalization of economic aspects of individual, which is considered as the short-term initiative, and can be strengthened with the community based economic activities through short to medium term efforts. Longer term Public Relation (PR) activities should be considered by M.A.S to help the economic initiatives of individual and communities, and can be strengthened for image up of the locality. To restart and rejuvenate social activities, traditional games, tourism, herb garden and craft can be good entry points at personal level, which can be started in short term basis. This needs to be strengthened with appropriate information sharing mechanism in short to medium term, and needs long term institutional outreach through providing public facilities from the M.A.S and other related organizations.



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1

PREAMBLE: SUSTAINABLE ECO-DEVELOPMENT

Concerns over the balance between people's livelihoods and the environment have been highlighted especially since the World War II. Devastating destruction of the environment in the name of industrialization and poverty elimination continued unabated. The impacts along with globalization are expanding faster and being visible from local, national and global level. These kinds of phenomena seen in a diverse and broad way have been serious effects on human security across generations and time (Ogata and Sen, 2003). For instance, water scarcity may not cause war, but still engender insecurity by contributing to dehydration-related death, reducing food production and undermining livelihood opportunities (Khagram et al., 2003). Many parts of the world have been facing with a variety type of environmental crises, which may directly or indirectly affect lives, property and livelihoods. Particularly, the places which achieve rapid economic growth such as "mega-city" are often in the most exposed to issues of environmental deterioration and related natural disasters.

In response to a series of environmental crises in the world, the concept of sustainable development first emerged in the 1980s with the well-known publication *Our Common Future* by the World Commission on Environment and Development (WCED). It defined sustainable development as the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs", making it part of the environment lexicon (WCED 1987). Since then, sustainable development was widely discussed at various conferences and symposia including such major events as the 1992 Earth Summit in Rio de Janeiro and the 2002 World Summit on Sustainable Development in Johannesburg. Although the concept is often criticized for its ambiguity and incoherence, it enables to reflect the past profound remorse: there have been growing needs to balance economic and environmental progress with concern for ensuring environmental conservation and wise

use of natural resources.

Related to the linkages between human life and the environment, it is worth noting that we have a very limited understanding of exact fact related to the response of complicated ecosystem. Most ecosystems are composed of thousands of structural elements, exhibiting varying degrees of complexity. The elements act together to create a whole that is greater than the sum of the parts (Daly and Farley, 2004). Even if scientists have understood the individual parts, the complex system linking each part make us hard to predict the phenomenon. The complex and uncertain ecosystems tend to create serious environmental situations to make a living in case the environment becomes fragile. Therefore, it is important to promote an adaptive capacity to adjust ecological-social-economic system in response to actual or expected environmental crises. The adaptation to environmental problems requires the recognition of multiple stimuli including political, cultural, economic, institutional and technological forces. Integrating these multifaceted aspects is a significant key to achieve sustainable development in harmony with ecological functions (hereinafter called “sustainable eco-development”).

Likewise, a perspective of stakeholder relationship is also vital to build the adaptive capacity towards sustainable eco-development. Development conceptions are various and controversial among stakeholders because of the multiple uses and values within certain arenas or spaces. A good example of this is the case of mega-cities where there exist

a wide variety type of those who have variable perceptions and objectives. Within such arena or space, different development visions offset each other and act as a barrier against sustainable eco-development. Therefore, it is important to address the level of understanding of each stakeholder on how they perceive and take actions in a certain society. However, not enough attention has been given to focus on the needs at community level, but more on top-down decisions and regulations. Thus, the neglected perspective often tends to cause disputes and conflicts through formation of anti-groups which plagues human lives, properties and livelihood. On this account, understanding the development needs or visions for each stakeholder (especially at community level) is a must to assess the current development situation and would require integration into a policy perspective with due consideration to environmental sustainability to enable a pathway towards a win-win situation. These considerations will provide a good guideline for policy makers and resource actors to focus on the need to put into practice environmental management and make collaborations with other stakeholders to achieve sustainable development.

Given the said considerations, this paper would look into the various facets of sustainable eco-development in a local community called Kampong Baharu in Malaysia would attempt to come up with a policy recommendations that could serve as guide to decision makers and urban managers in sustainable eco-development.

2

BACKGROUND

2.1 History of Kampong Baharu

Literally meant as New Village, Kampong Baharu came into existence in 1899 with an area originally of about 223 acres located between the Klang River and Batu Road. It was reserved as the Malay Agricultural Settlement (M.A.S), composed of nine communities, then reduced to seven under a special autonomy of M.A.S. Total population of the area is around 45,000 with certain variation every year. In order to carry out the above intentions, allotments of land were approved to Malay people with certain conditions such as development of land through crop planting. Also, schools were built and amenities including roads and even irrigation water wheels were provided. M.A.S was mandated to manage people's lives and activities and negotiate with people and government when conflict arise.

By and large, the settlement served its agricultural purpose for some time although paddy planting in itself proved to be unsuccessful in the longer term, as the area was highly prone to flooding. This was when it was architecturally proven that the Malay tradition of building houses on stilts was a simple yet ingenious solution that kept the residents minimally affected no matter how the nearby river behaved.

Over time, however, population growth and transportation improvements started resulted in the settlement losing its agricultural value since agriculture was no longer needed to be practiced in the city.

Today, Kampong Baharu remains a unique enclave of still generally low rise structures with a strong Malay flavor of interesting yet relaxed life. Much discussion continues on its future, with those arguing for and trying to profit from huge redevelopment. Figure 1 shows Kampong Baharu and the city centre of Kuala Lumpur (KL). Located opposite to the city side, Kampong Baharu has many green areas and residences.



Figure 1:
KL City and Kampong Baharu
(by Shamsuri bin Suradi)

Before 1960	People could swim and fishing in the Klang River (KR)
1960's	Maintenance and reconstruct of KR, and built many factories at upper stream
1970	Finished maintenance and construction of KR
1971	Heavy flood attacked to Kampong Baharu
1980's	Increasing immigrants from Indonesia
1990's	Population was changed by immigrants from 30,000 to 45,000
1991	Built high wall along the river side, and constructed high way
2008	Published of KL City Plan 2020

Table 1: Hearing data of main event in Kampong Baharu

2.2 Development of Kampong Baharu

In 1960s, there were eight communities in Kampong Baharu. However, Kuala Lumpur city government decided to buy the area Chandana (name of trees) from residents in order to construct high-rise buildings. Because Malaysia national government has initiated city development especially in and around Kuala Lumpur where is located next to Kampong Baharu. In particular, the Klang River which runs beside Kampong Baharu was subject to the development by the city government. The river was meandering and caused frequent flooding in the area so that the city government started the construction work to make it straight in 1960. Then, high wall was built along the river in 1970s (Figure 2). After the construction, floods were decreased but not totally stopped. Table 1 shows the historical events in Kampong Baharu (Imura 2008).

Recently, a draft of Kuala Lumpur City Plan 2020 was unveiled by the Kuala Lumpur City Hall (DBKL) on May 2008. The draft was prepared under the provision of Section 13 of Federal Territory (Planning) Act 1982, ensuring that the planning for Kuala Lumpur will strike a balance between physical, economic, social and environmental development (Kuala Lumpur City Hall 2008). The draft local plan is expected to affect not only Kuala Lumpur but also Kampong Baharu. It is probably that Kampong Baharu's century-old image which has remained a traditional and cultural heritage will be transformed into modernized land use such as residential areas, commercial areas, service apartments, hotels, shopping complex and higher learning institutions. This means that the area of

Kampong Baharu (151.57ha in total) will be largely converted from the traditional communities to the various combination of residential, mixed use residential, mixed use commercial and city centre commercial area at the top-down approach. As the draft acknowledges, however, there is of crucial significance in meeting needs of the people that is vital for the development of Kuala Lumpur. This is because it reflects upon a strong social foundation that creates an inclusive society for the Kuala Lumpur city. Therefore, understanding the environmental, economic and social aspects of Kampong Baharu is considered an effective perspective to build collaborative partnership among the stakeholders.



Figure 2: 1960's Klong River(a) and 2008 Klong River(b)
(Source: Shamsuri bin Suradi)

Name of Area	Meaning	Characteristics
Atas A	Above A	Shops (car, motor bike etc), Residents
Atas B	Above B	Residents
M.A.SJID	Mosque	Residents, Mosque
PAYA	Marsh	Restaurants
PINDAH (before HANYUT)	Move, moving (before: shift)	Residents
HUJUNG PASIR	The end of sand	Restaurants
PERIOK	Pot	Shops (market)

Table 2: Each area's name and meaning in Kampong Baharu

2.3 Location and Characteristic Features

Kampong means “village” in Malaysian Language. There are seven communities now, and each community has a name (Table 2 and Figure 3).

The overall in-charge of the area in M.A.S, which is a community organization or a village council with elected community leader. M.A.S has a special autonomy status in the local government.

M.A.S organizes community activities, management, negotiate with government and so on. The purpose of M.A.S is as follows:

The settlement came into being in 1899 as a result of the expressed desire of the Resident General and the British Resident of Selangor “to educate the children of Malays (1) to take a part in the administration and (2) to enable them to reap some of the advantages of the present prosperity”. In order to carry out those intentions it was

decided (a) to give them a Malay-English Education, and (b) to teach them a trade”. (JOHN HANDS, M.C.H., 1941)

This area and the community have a long history and many traditional houses remain until today. Figure 3 shows the location of each community and its characteristics features. The area is classified into three categories such as resident, shopping and restaurant areas. Klang River divides the central area and Kampong Baharu. Before the development of KLCC (KL City Centre), there was a bridge that connected the PAYA area and the cemetery (Figure 3b). People used it and visited the cemetery every Friday. However, the bridge was destroyed by urban development and access has changed since.

The people's life style also changed significantly. Now in Kampong Baharu, people cannot easily buy land. If one wants to own

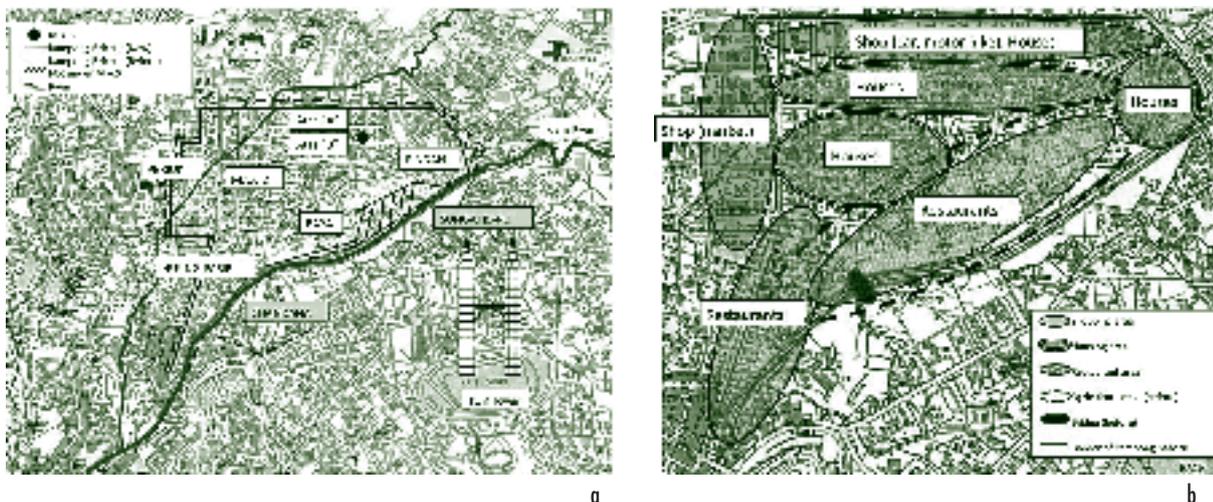


Figure 3: Location & characteristic of each community



a) Traditional house (Malay style)



b) Traditional house (British style)



c) Wedding in community

land there, one is required to be a Malaysian national. There is a drive to preserve Malaysian life and culture. Some people sold their land and receded from their traditional lives or culture but on the other hand, some people try to keep community relationships and their culture (Figure 4).

Now the community people face some environment, economic and social problem. A few years ago, the population was 30,000 but recently immigrants from Indonesia kept increasing. They visit the area for jobs and remain there because Kampong Baharu is near the city area but rent is cheaper compared to other central location. Immigrants, in particular, came from Java and Sumatra in Indonesia. After the Indian Ocean Tsunami in 2004, some victims also immigrated to Kampong Baharu.

Figure4:
Traditional life style
in Kampong Baharu

3

CRUCIAL ISSUES IN KAMPONG BAHARU



Figure 5:
Garbage in
Kampong Baharu

a) Atas "A"



b) Masjid



c) Klang River



Figure 6:
Landscape issue

a) High wall and
Klang River



b) River covered
by concrete

3.1 Environmental Issues

There are some environmental issues in Kampong Baharu. It can be divided into actual facts and potential perception issue.

Fact Issue: Garbage

Figure 5 shows the community's garbage problems. In Kampong Baharu, people throw their garbage every day. However, there are no rules regarding its management especially on recycling. Cats, dogs and chickens rummage through the garbage. In the Klang River, one can find much plastic garbage but this area is surrounded by a high wall and people have no way of cleaning approaching to area.

Actual Issue: Landscape

Along the urban development in Kuala Lumpur, the Klang River is surrounded by a high concrete wall (Figure 6a). In Kampong Baharu, a small river running from Atas "A" to Atas "B" is covered by concrete and has turned into a road (Figure 6b). The communities usually do not look after the river so there was no direct connection between people and river.

Actual Issue: Garden and Tree

Regarding the greenery of the area, there are two main issues in the community. One is the number of gardens. Before, the area was agricultural land and that is why people established the M.A.S. People had their own garden but now there are many residences, shops and restaurants in Kampong Baharu. The number of garden decreased gradually year after year. Another problem is the changing



a) Cutting tree b) Concrete garden

Figure 7:
Cutting trees and concrete garden

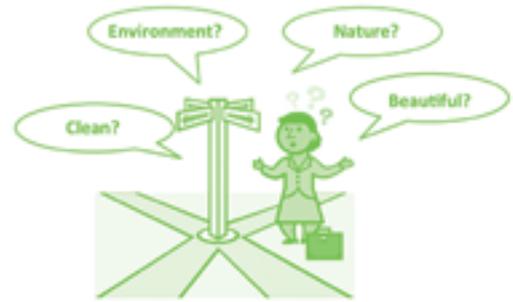


Figure 8:
The gaps of the meaning "eco"

garden style. Recently, urban development and modernization changed the life style of the community. People prefer modern house and have cars. People covered their garden with concrete as parking space. Now people do not enjoy many green areas and the closest element to a garden are plants in pots (Figure 7a, 7b).

Perception Issue: Recognition of "eco"

A perception study in year 2008 revealed interesting result on "eco-community". In earlier days, people used to mean, "Ecological", "friendly to nature", "keep the nature" as "eco-community". However, the local people took these words to mean "clean". Their notion of eco-community is not "beautiful community" but "clean community". If this knowledge gap is not understood, the

eco-community concept will not gain common ground between the community and facilitator (Figure 8).

Perception Issue: Dependency on government

People's perception on responsibility has changed significantly. People choose to wait for the government's action. They understand the community's environmental problem. However, they think that it is up to the government to start some environmental activity or for the government to solve these issues. More than 50% of the people answered that the best environmental manager of the community is "National Government" and "City Government". It exceeded answers to "All villagers" (Figure 9)

"Who is the best environmental manager in your community?" (n=384)

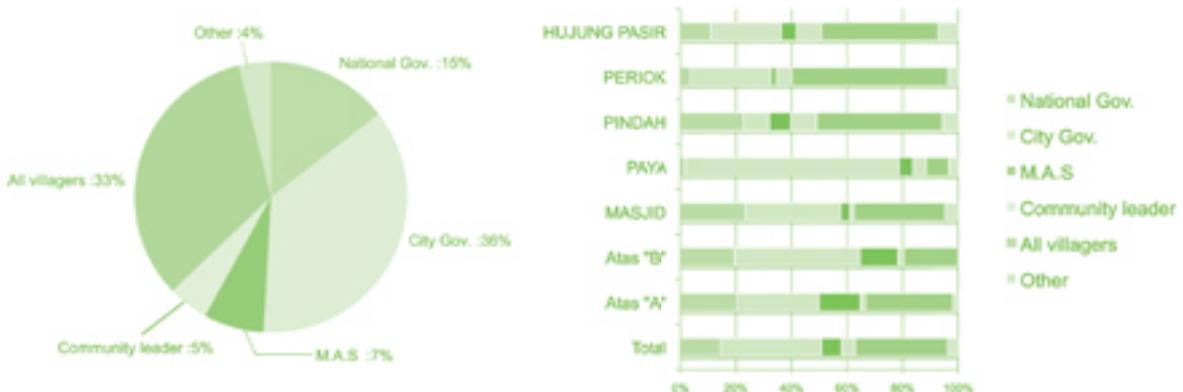


Figure 9: The best environmental manager of community

Figure 10:
Gaps of economic level



3.2 Economic Issues

Gap Between Individual and Commercial Business

Kampong Baharu is enclosed by Gold triangle, which is the Kuala Lumpur's commercial, shopping and entertainment hub. It is also one of the most valuable tracts of land in the capital. Many tourists come to KL city and visit various place, but it is rare for them to visit Kampong Baharu. According to urban growth style, Kuala Lumpur city was changed to a big commercial area, however, Kampong Baharu remained isolated from this development and the area kept Malay life style and culture.

Therefore, people who work at individual business in Kampong Baharu have felt the economy gaps with the central city. On the other hand, 60% of the respondent prefer individually business. They prefer working with small number of people. There are internal and external gaps between community and people (Figure 10).

Lack of Appropriate Demand: Business and Market Creation

Kampong Baharu is a good location for business and many people came from outside communities. However, these business opportunities have not provided opportunities to the community, except is small scale business as individual shop or restaurant. This area's main business is food. People recognized about their economical characteristics of community, but it is not community based.

Economic Infrastructure

There are two economic issues in the community. One is the lack of vital foundation to make basic facilities like toilets, information center and so on. Basic infrastructure for tourist and customer is required, which is not enough in Kampong Baharu.

Infrastructure and facilities enhancement, not only the convenience goes up, but there is exchange of information, person and commodities. As a result, it is linked to the activation of the community. The other problem is low maintenance of economical facilities as drainage, parking and road. In the community, Kampong Baharu has these facilities, but it is not appropriate for visitors.

Land Use Change

Kampong Baharu was residential area with agricultural land. However, there was gradual development by urbanization. Therefore, their industry was changed from agriculture to commercial. Community people and M.A.S have kept their land and culture for long time with conservation of original Malay tradition. In recent years, Malaysian people who are landowner are changing their concern about the land. Some Malaysian land owner built new building for other Malaysian or immigrants who want to start new job as restaurant or small shops, and owner has started living in outside of Kampong Baharu. This structures of residents between local people and other people cause individually business that dotting and small scale business in the community (Figure 11).



a) Residence for immigrants



b) Home garden



c) Pot garden

Figure 11: Land use and green

3.3 Social Issues

There are three major social issues in Kampong Baharu: (1) conflict between immigrants and local Malaysians, (2) people's interest in own community, (3) and appropriate leadership in community. Each issue is discussed below:

Immigrants and Local People

The number of immigrants and migrant workers started to increase in the 1980's. At first, only people from Indonesia came. However, it is not only Indonesians, but also other nationalities that are increasing today. The main counties are Indonesia, Thailand, Bangladesh and Pakistan. When they come to Malaysia, people depend on family or friends and get information about job, house, etc. They stayed in Kampong Baharu because house rent was cheaper than in other areas in Kuala Lumpur. Kampong Baharu is located very near to the

city, therefore, access is good and salary is not low. However, new issues came out in the community because of the increase of immigrants. In the interview survey, it is revealed that there is a perception that immigrant brought difficult culture, habits and tradition into Kampong Baharu. Moreover, environmental problems such as garbage worsen due to increase of immigrants.

Figure 12 shows participation level in community activities. More than 60% of the people join in community events. On the other hand, 96% of Indonesians do not participate in their activities. One of the reasons is that Indonesians do not receive any information on events. Another issue is that there exists a conflict between the two nationalities, which is also partially reflected in Figure 12 in terms among of good relationship community members.

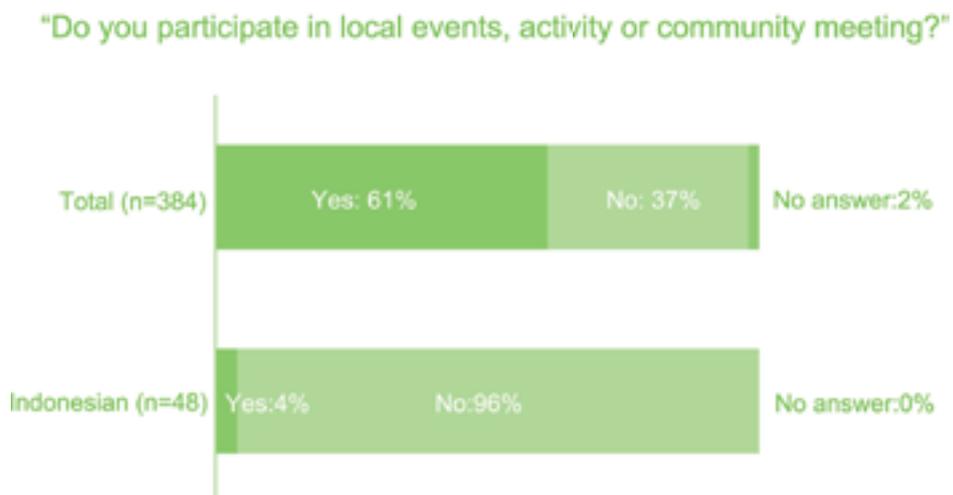


Figure 12: Participation level in community activities

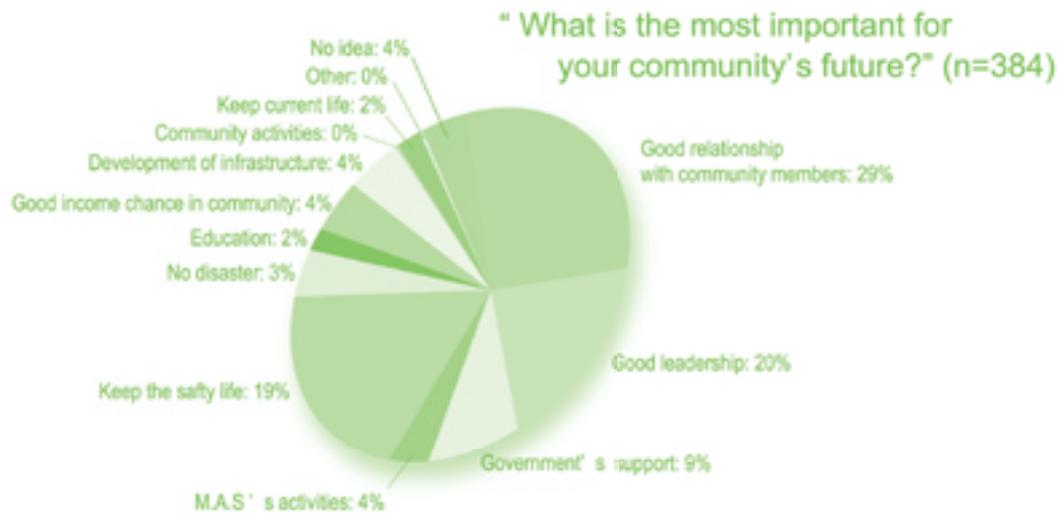


Figure 13: Necessity items for future of Kampong Baharu

Absence of Good Community Leader

Figure 13 shows the answer to the question “What is the most important thing for your community’s future?” 20% of the people answered “Good leadership”. A similar case was mentioned in environmental issues and it pointed out that the community tended to depend on the government for management. They have community leaders and community organizations such as M.A.S but still it needs a strong leadership in the community.

Potential Issue: Wish for New Life

44% of the people hope that they can move to another place for a new life if given the chances (Figure 14). This means the community is at risk of people leaving Kampong Baharu. The factors that will make them move out are not only disaster or human relationships, but also for better economic opportunities and social status. Especially, the older generation answered that they want to keep their history and culture, but on the other hand, the young people and male members wish better urbanization and good income. Some people think there may be better business opportunities, an exciting life or more enjoyable things out of Kampong Baharu.

"If you have a chance of relocation, do you want to relocate to other place?" (N=384)

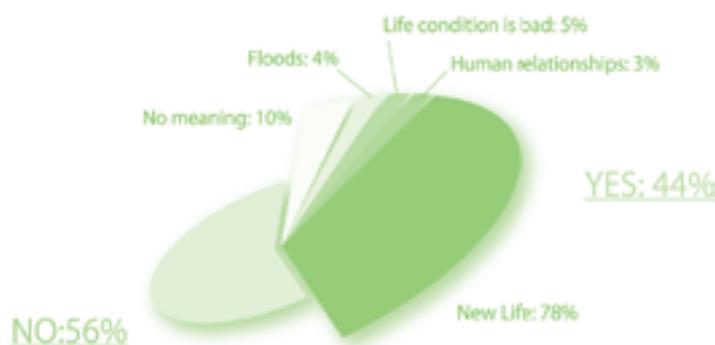


Figure 14: Possibility of relocation

4

POSSIBLE ENTRY POINTS

4.1 Environmental Entry Points

Environment can be divided into natural environment and human/social environment. Both environments have close relationships. Sometime, change in environment considered as development, however, sometime it is considered vulnerable. Therefore, people need to learn living place's information. And they need to pay attention to the living environment.

Green Campaign

As mentioned in earlier section, this area had lots of green with fruits trees planted in the home garden, which is decreased now-a-days. One of the entry points is Green Campaign. Through this campaign, the residents plant some tree or keep green pot on house side and garden. If each resident joins this campaign, this area can have many green. There needs to be continuous monitoring of the process.

3R Campaign

3R is the environmental campaign of three R of Recycle, Re-use and Reduce. 3R is the most important word for keeping sustainable environment especially garbage management. And recycled materials of 3R can be changed to resources. Through the campaign, people can distinguish between resource (3R) and garbage, as the result, this area will reduce the volume of garbage.

Neighborhood Watching

Kampong Baharu is located in plain area close to river. In old days, it was on agriculture area, with no wall along the river. People can have easy approach to river and get fish from river. Kampong Baharu have a food culture of fish. One of the reasons about this culture is that it is located near the river. Recently, Kuala Lumpur is developing at high speed.

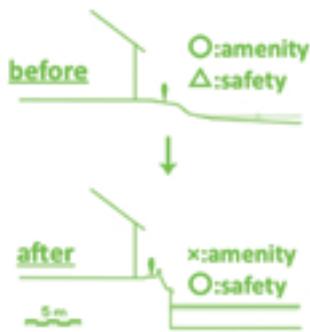


Figure 15-a:
River environment change
(N. Tanaka, 2008)

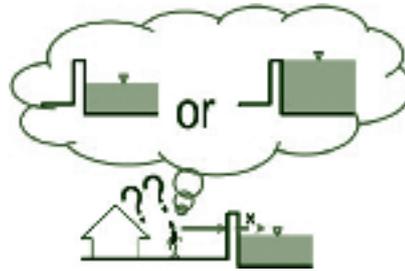


Figure 15-b:
Difficulty in observation of
river condition

Therefore this area was changed to residential area from agriculture area. However, since the area is located in plain, floods happen from the river. When it was a farmland, this area was able to withstand the flood. However, now people needs to be protected from flood. As the result, people got to keep safety about flood. Now, river was separated by high wall. For that, People have difficulty to access the river and of then forget presence of the river (Figure 15-a). However, river did not disappear. Rather, it is hard to notice the change because people do not see it (Figure 15-b). Therefore, people can not get direct information from river. It is difficult to understand river environment at change and emergency situation.

It is necessary for people to always acquire environmental information of their living place. Neighborhood watching is an easy and simple tool for understanding living environment. Figure 16 is flow of neighborhood watching. Through the process, people re-find some information regarding natural and human/

social environment in living area. “Re-find” is important point for keep the environment.

School Education

Figure 17 is the situation of neighborhood watching in Kampong Baharu with elementary school. The theme of neighborhood watching was garbage issues in Kampong Baharu. School teacher and student observed garbage condition in the neighborhood.

School student’s observation point was different from teacher and other adult person. They are the next generations in this area. To maintain environment, education is considered as an important pillar. Therefore, neighborhood watching with school can be considered as an important entry point to keep better environment.



Observation



→ Make Map

→ Discussion



→ Presentation

Figure 16: Flow of neighborhood watching



Figure 17: Situation of neighborhood watching in Kampong Baharu with elementary school

4.2 Economic Entry Points

Community Based Economic Activities

There are different entry points of community based economic activities:

Tourism

Kampong Baharu has many business chance of tourism. Visitor can easily visit to this area from central city. Community people cannot approach to tourism by individual. There needs to have cooperation with each other and a collective support from the society.

There is need such as activities that making map, establish public facilities and team work of community people for community based economical activities. This community approach is not only to enjoy in KL central, but also to attracted the visitors to Kampong Baharu.

Medical Herb, Garden

In Kampong Baharu, there is a custom of valuing garden and foundation where green can be increased. Green is raised by the

person who doesn't have the garden even if there is only a small area if potted is used well (Figure 18a). If the plants grown by pots have secondary effect, for example, some are edible, some have health impacts and beauty effects. There issues can be connected to people's wish to raise motivation.

For instance, the medical herbs have risen in Kampong Baharu for a long time (Figure 18b). It leads to the succession of the herb if it can be raised by pots. Also, it is effective to make the streets clean through maintenance of the flower and green.

Food

Many people come to the restaurants in Kampong Baharu. It will be necessary to improve the hygiene and cleanliness of these restaurants. It needs positive actions, for examples setting standards in the town to keep a clean, and give incentives to the shops which able to clear standard. More people come there and increase number of outside customer if the hygiene side is



a) Garden in community

b) Medical herb in community

Figure 18:
Garden and medical herb in community



Figure 19: Traditional food and restaurant in Kampong Baharu

"Which choice do you concern with traditional crafts?"

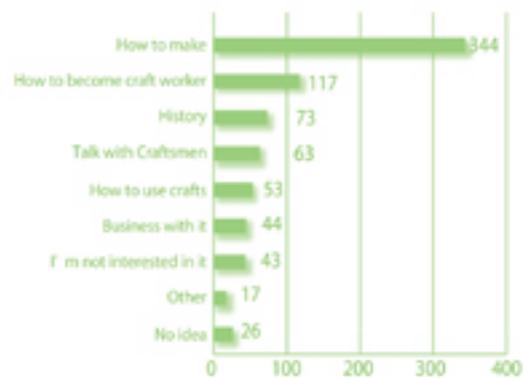


Figure 20: People's concern about craft

improved. The restaurants need the device of the development of the dishes and menus to suit the need of the customers. More garbage will increase when the number of customers increases. It is necessary that residents and restaurant owners become proactive to solve the garbage in cooperation with each other in the community (Figure 19).

Figure 20 shows that many respondents are interested in how to make traditional crafts. First of all, it is important that traditional techniques needs to be handed down to community. It could be argued about making the place where residents can have training on traditional techniques, for example, open the culture school, and hold the event etc.

P/R Activity of Kampong Baharu

In Kampong Baharu, there is a story lack of PR (Public Relation) system about community highlighting such as restaurant, public facilities or sightseeing spot. There needs to have information board, community maps, poster and so on. It is not only in community, but also outside of community such as KLCC or each station (Figure 21).

Usually, tourist collects information about city, sightseeing spot and events from guide books or web site. People can have easy access to information about Kuala Lumpur, but not on Kampong Baharu. The approach of PR needs facilities for travel, hotel, and home stay inside community.

The PR policy should also have internal components, to increase people's awareness, to increase confidence and interest in the community etc.

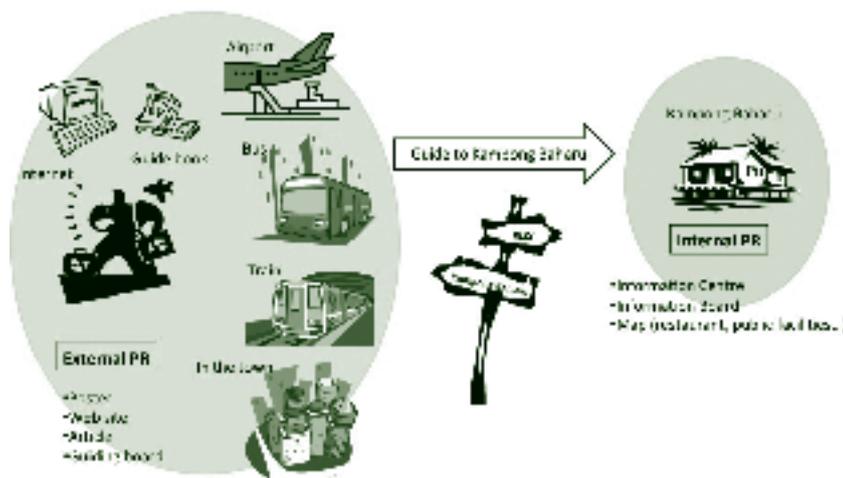


Figure 21: PR activity of Kampong Baharu



Figure 22:
Re-vitalization community

4.3 Social Entry Points

Re-vitalization of Tradition / Culture

Kampong Baharu is near the center of the city, therefore people feel comfortable living in the community. However, 44% of the people wait for a chance to relocate for a new life. Many people pointed out the necessity of improving community activities. The people’s lives have been changed year after year because of modernization so their enthusiasm for history, culture or pride is slowly ebbing away.

This area has a long history of Malay culture but the younger generation faces the problem of how to inherit history and culture from the community and older people and how to take it over to next generation. The young generation needs to be guided by the older generation in terms of approaches

toward activities such as community ceremony, games and Sunday Market. In addition, this community has many traditional houses. To understand housing history and cooperating to keep their traditional housing will give them an opportunity to evaluate their own community. These activities will be able to provide information and educational opportunities to the people. Figure 22 shows the conjectured design to re-vitalize community with its tradition/culture.

Community Information Sharing and Dissemination System

In Kampong Baharu, M.A.S plays an important role in information dissemination in the community. When activities or events are organized, M.A.S informs the community



Figure 23:
Flow of the information in Kampong Baharu

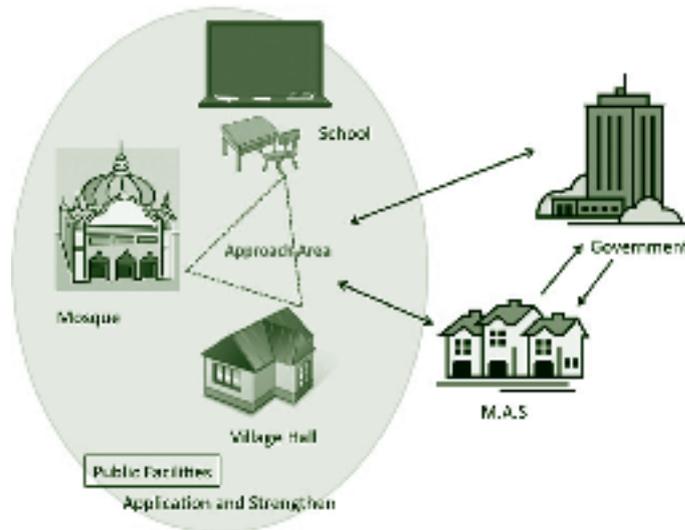


Figure 24: Application of public facilities

leaders, and then these are communicated to the people (Figure 23).

However, this system needs improvements. For there to be an information network in the community, tools such as information board, information centre, information staff, etc. are required. Moreover, information is not only one way- from leader to community people. An information network needs to collect community information also from local people and share this information. These activities will contribute to establishing leadership in the community.

Outreach Through Public Facilities

Nowadays, people get information and have communication with other people in mosque, schools and village hall such as the M.A.S office. The mosque, school and village hall are important places for gathering local people (Figure 24). These public facilities provide good opportunities for communication and strengthening the community's communal spirit. Community activities, program or information sharing and exchange will be best held in these facilities.

However, these facilities are used by a limited number of people. For example, children and their parents are familiar with school, but other age groups do not use this facility. The village hall needs to be improved its role in

the community activities.

Kampong Baharu face multifaceted issues for their livelihoods, in terms of environmental, economic and social perspectives. Involvement of community people is of crucial significance in overcoming these constraints and then achieving sustainable eco-development. The following sections draw key policy factors for community-based eco-development in Kampong Baharu.

5

POLICY TOOLS

On the basis of the previous discussions, this section explores policy tools for sustainable eco-development of Kampong Baharu. The policy tools can be divided into two components: community-based eco-development and strengthening the capacity for institutional development.

5.1 Community-Based Eco-Development

Promotion of Tourism

In the sustainability debates, economic perspective serves as prerequisite for success in eco-developmental management. As a matter of fact, the highest prioritized need among the residents was identified as economic revitalization. Economy in Kampong Baharu is largely dependent to outside places. Their activities are rather small-scale or individual business, compared with Kuala Lumpur central city. There is a tendency that many residents prefer to engage in food service industry, following by tourism, crafts, medical herb, etc. Therefore, promotion of tourism is required to boost the small-scale economy in Kampong Baharu. 'Advocacy on public relation campaigns for Kampong Baharu' is strongly recommended to promote the area to be attracted for tourists. In this policy document, various cultural and environmental values on Kampong Baharu have been clarified (see Section 2 to 4). There is a high possibility that these values enable tourists to attract a lot of

sightseeing places within the area. However, it also needs to mention that past experience has illustrated to some extent losses of cultural housings and indigenous knowledge like medical herbs, environmental pollution and landscape destruction. These considerations are required to play an important role on activating the regional economy. Sustaining small-scale business is largely tied to 'cultural and environmental restoration in Kampong Baharu' that affects positive impacts on the tourism industry combined with public relation activities.

Environmental Conservation

Problem of waste disposal is a major negative aspect toward sustainable eco-development in Kampong Baharu. Many residents tend to entrust waste management to the city government. Their passive attitudes consequently caused unsanitary condition and potential uncomfortable impressions of the tourism industry. On account of this, 'active community participation of environmental activities' as well as 'building appropriate waste management system by the initiatives of public sector' are required to improve the unsanitary environment in Kampong Baharu. The community-based approach requires 'information sharing system' that enables all residents, irrespective of traditional residents or immigrants, to know environmental activities and enhance more initiatives for conservation activities. Elaboration should be made on restructuring the information dissemination system from M.A.S and

community leaders to the residents. In this regard, establishment of community information center is considered effective for sharing the information.

Strengthening the Sense of Unity Among the Residents

Although negative perception of immigrants has been prevailed among the local Malaysian, building a collaborative relationship between the two groups is a must to achieve sustainable eco-development in Kampong Baharu. The lack of social cohesions not only constitutes a barrier of community-driven development but also weakens adaptive capacity to disaster resilience when a highly concentrated rainfall provokes flooding of the Klang River. In order to cultivate mutual trust and jointly respond to environmental and disastrous hazards, outreach through public facilities (mosque/school/village hall) can be an entry point in a practical way.

However, arena of the exchange between the two groups is likely to be limited with reclusive tendency. Thus, 'promotion of environmental events' as well as traditional ceremonies is strongly recommended to strengthen a good relationship, enabling to creation of the new arena as the exchange programmes. Consequently, the consideration will lead to easy communication of eco-development and maintenance of clean environment in Kampong Baharu.

Institutional perspective is vital to take into account 'sustainability' and 'eco-development'.

5.2 Strengthening the Capacity for Institutional Development

Strengthening the Capacity for M.A.S

The presence of M.A.S and community leaders that govern community development in Kampong Baharu is of great importance in managing sustainable eco-development in the area. The Malay Agricultural Settlement Rules have served as strict development planning according to the board of M.A.S. It led to protection of traditional Malay society from large-scale development by outsiders. The decisions on the development planning by the board of M.A.S impose on all residents who shall subject to the rules. The board takes a lead in sustaining cultural diversity and environmental management. However, M.A.S has faced with difficulties in managing population growth especially by immigrants that is related to land use change, waste management and social disputes between local Malaysian and immigrants. Appropriate decision-makings by the board of M.A.S are required to control the land use and promote environmental conservation activities at the community level on the basis of elaborate surveys and open discussions on town development planning with the residents.

In addition to the institutional framework by law, each representative of M.A.S can have a great influence on mobilizing the residents to put into practice community-based activities such as environmental conservation and cultural revitalization. There is a need of strong leadership to put a large number of residents together toward sustainable eco-development.

Collaborative Partnership of M.A.S and KL City Government

Management perspective of community development shall take into consideration presence of external stakeholders in the base of Kampong Baharu. In particular, Kuala Lumpur city government, which has jurisdiction over the city management and development, has directly or indirectly affected the management in Kampong Baharu. There is a growing demand of 'mega-city development' in Kuala Lumpur including the area of Kampong Baharu according to the draft of Kuala Lumpur City Plan 2020. The draft is expected to affect to a great extent cultural diversity and environmental condition in Kampong Baharu through the plan of land use change. On the other hands, in essence, the draft commits to create a liveable and attractive environment for residents as well as businesses and visitors without compromising the local environment and its ecology (Kuala Lumpur City Hall 2008). Therefore, building a collaborative partnership between the stakeholders is of crucial significance in meeting needs of the local people and sustaining eco-development in both areas. Different attractiveness of Kampong Baharu can be potentially integrated into a package of tourism in Kuala Lumpur city. Advocacy on tourism promotion that link Kuala Lumpur city to Kampong Baharu with respective distinct characters is considered an effective tool for eco-development while efforts are also required to improve or maintain clean environment in Kampong Baharu in an appropriate manner.

6

ACTION AGENDA

There needs to be a road map of sustainable eco-development in Kampong Baharu. To develop the road map, series of discussion and consultation was held at different levels. The road map presented here is the collective product of this process.

For the action agenda of Kampong Baharu, a few characteristic features include:

Balanced Contents:

The action agenda should have a good balance between environment, economic and social issues and entry points.

Local Customization:

The agenda should be very much customized to the local context and culture, and therefore can have its implementation potential.

Ownership:

The action agenda is only possible to implement when it has a very strong local ownership and leadership.

Flexibility:

The agenda should be flexible in nature, and should have scope of further development based on the changing nature of the situation.

Prioritization:

There are several activities needed to be taken in the area, which needs to be prioritized based on available resources.

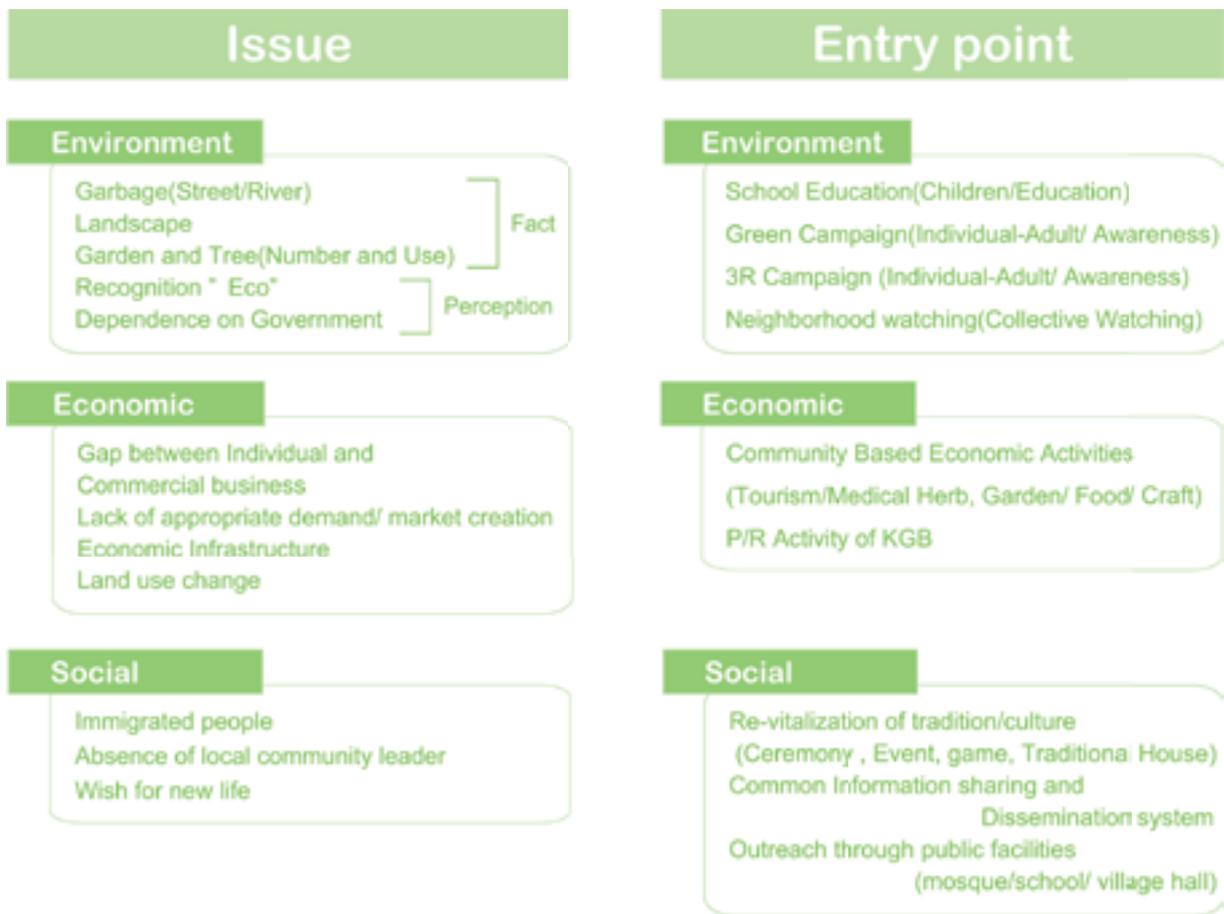


Figure 25. Major issues and entry points of action agenda

In the environmental thematic area (Figure 25), two parts are identified, one based on factual evidence, and the other with perception. The factual evidence should include garbage, landscape and garden and trees (including both domestic and public trees). The perception issue should include people's idea and recognition of "eco" concept, and their role of different stakeholders, including that of the governments. In case of economic issues, the difference between the individual and commercial businesses should be distinguished. Lack of proper demand or market creation should be taken into account. Basic economic infrastructures should be considered for appropriate economic

revitalization of the area, and proper land use change needs to be undertaken. The social issues include migrated people, and its interaction with the local communities, absence of strong local community leaders, and specific community perception and wish for the new life.

Based on this above context, specific entry points are suggested as the action agenda, which is shown in Figure 25. Table 3 shows the action agenda on short (1 year), medium (3-5 years) and long-term (more than 5 years) perspective. The actions are divided into three aspects: individual, collective (community) and institutions, and are categorized into environment, economic and social aspects. Green campaign is

		Action Agenda	Short Term (1 year)	Medium Term (3-5 years)	Long Term (More than 5 years)
Environment	Personal	Green Campaign			
	Community	Neighborhood Watching			
	Institution	3R / School Education			
Economic	Personal	Economic Activities			
	Community	Community based economic activities			
	Institution	PR activities of KG Baharu			
Social	Personal	Revitalization of culture (tourism, games, herb, craft)			
	Community	Common information sharing, dissemination			
	Institution	Outreach through public facilities			

Table 3 Kampong Baharu sustainable eco-development action agenda

considered as the starting point of the individual short term activity. This would be one of the awareness raising campaign for the local people and community. Neighborhood watching can continue on regular basis, and can be considered as the collective action to short to medium term. To institutionalize these activities, M.A.S and the local school needs to conduct long term initiatives through school education program and 3R (Reduce, Reuse and Recycle) initiatives. On the economic front, the activities should start from revitalization of economic aspects of individual, which is considered as the short-term initiative, and can be strengthen with the community based economic activities through short to medium

term efforts. Longer term public Relation (PR) activities should be considered by M.A.S to help the economic initiatives of individual and communities, and can be strengthened for image up of the locality. To restart and rejuvenate social activities, traditional games, tourism, herb garden and craft can be good entry points at personal level, which can be started in short term basis. This needs to be strengthened with appropriate information sharing mechanism in short to medium term, and needs long term institutional outreach through providing public facilities from the M.A.S and other related organizations.



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Malay Agricultural Settlement (M.A.S)
 Multipurpose Hall Kg. Baharu
 No.70, First Floor, Jln. Haji Hashim/ Jln. Hamzah
 Kampong Baharu 50300, Kuala Lumpur, MALAYSIA



Kyoto University
 International Environment and Disaster Management Laboratory,
 Graduate School of Global Environmental Studies
 Yoshida Honmachi, Sakyo-ku, Kyoto, 606-8501 JAPAN

