

**Special Address on Sustainable Development for Property
Developers**

by

YBhg. Dato Sri Rohani Abdul Karim

**Adviser, SDG Society / Former Minister of Women, Family and
Community Development**

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Salutations – TBC

YB Datuk Hajah Zuraida Kamaruddin

Former Minister of Housing and Local Government

Tan Sri Michael Yeoh

President, KSI Strategic Institute for Asia Pacific

Datuk Seri Mohamed Iqbal Rawther

Deputy Chairman, KSI Strategic Institute for Asia Pacific &
Chairman, Economic Club of Kuala Lumpur

Datuk Sr (Surveyor) Firdaus Musa

President, FIABCI Malaysia

Dato' Seri Koe Peng Kang

President, FIABCI World Council of Developers and Investors

Esteemed Speakers and Role-Players, Respected Members of
the Media,

Ladies and Gentlemen,

Assalamualaikum w.b.t and Good Afternoon,

1. It is with great honour to discuss a topic that is not only close to my heart but is also critical to Malaysia's future: sustainable development.
2. As someone who has had the privilege of serving the people of Batang Lupar in Sarawak, and as an advocate for the Sustainable Development Goals (SDGs), I bring to you

insights from both my personal journey and our shared global vision for a sustainable future.

3. In the realm of property development, you will find yourselves at the crossroads of opportunity and responsibility. The decisions you make today will shape the world for generations to come. It is our duty to ensure that these decisions lead to a future where economic prosperity does not come at the expense of our planet or its people.

4. I believe there are three key SDGs that we should focus on: Sustainable Cities and Communities (SDG 11), Climate Action (SDG 13), and Partnerships for the Goals (SDG 17). However, it is crucial to understand that these SDGs cannot be seen in isolation. They are interlinked and interconnected, each influencing and supporting the others in our journey towards sustainable development.
5. SDG 11 urges us to make cities and human settlements inclusive, safe, resilient, and sustainable, emphasising the

importance of green public spaces, affordable housing, and sustainable urbanisation.

6. SDG 13 calls for urgent action to combat climate change and its impacts, reminding us, especially in the property development sector, to incorporate strategies that reduce carbon emissions and improve resilience to climate-related hazards.

7. SDG 17 highlights the power of partnerships and collaborative efforts to achieve the SDGs. It stresses the need for multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology, and financial resources.

8. By integrating these SDGs into our business models and project designs, we can contribute to a sustainable future for all. The synergy among these goals enables us to address the complex challenges of sustainable

development more effectively and ensures that our efforts in one area support progress in others.

9. In line with our national ambition, Malaysia has set a bold target to become carbon neutral by 2050. This commitment, part of the Twelfth Malaysia Plan, is a testament to our country's dedication to reducing greenhouse gas emissions by up to 45% by 2030, in accordance with the Paris Agreement. This ambitious goal underscores the critical

role that every sector of our economy, including property development, plays in achieving a sustainable future.

EMBEDDING SDG PRINCIPLES IN PROPERTY DEVELOPMENT

Ladies and gentlemen,

10. Now, the question is how do we embed the principles of the SDGs into your operations? Property developers must

undertake a multifaceted approach that aligns with global sustainability objectives while also meeting local needs and aspirations. This integration requires a commitment to innovation, stakeholder engagement, and a long-term vision for development that transcends traditional practices.

11. Firstly, developers should prioritise **sustainability from the outset of their projects**. This means considering the environmental impact of their developments and seeking ways to minimise carbon footprints through the use of

renewable energy, sustainable materials, and efficient waste management systems. Green building certifications, such as LEED or Green Mark, can serve as benchmarks for sustainability standards.

12. Secondly, **community engagement and social inclusion** are crucial. Developers must ensure that their projects not only contribute to economic growth but also enhance the social fabric of the communities within which they operate. This involves creating inclusive spaces that are accessible

to all, promoting social equity, and ensuring that development projects contribute positively to the local community's well being.

13. Moreover, **innovation and technology** play pivotal roles in achieving sustainable outcomes. Smart technologies can optimise energy use, reduce waste, and improve the overall quality of life for residents. Property developers should invest in innovative solutions that promote sustainability, from

construction techniques to the integration of smart home technologies.

14. **Partnerships and Collaboration** are also vital for embedding SDGs into property development. Developers should actively seek partnerships with government bodies, NGOs, the local community, and other stakeholders. These collaborations can provide access to new insights, technologies, and funding opportunities that can drive sustainable development forward.

15. Furthermore, **transparency and accountability** are key. Developers should commit to reporting their sustainability performance, using metrics that align with the SDGs. This not only holds companies accountable but also builds trust with consumers, investors, and the wider community.

16. **Resilience and Adaptation** to climate change must also be considered. Developers need to design and construct buildings and communities that are resilient to the impacts of

climate change, such as extreme weather events and rising sea levels. This involves considering future climate conditions in the planning and design stages, rather than just the current environment.

17. Lastly, **economic sustainability** is equally important. While environmental and social aspects often receive more attention, economic sustainability ensures that projects are viable in the long term, providing jobs, stimulating local

economies, and contributing to the financial well-being of the community and investors alike.

APPGM SDG MAPPING OF LOCAL NEEDS

Ladies and gentleman,

18. In many low-cost flats and PPRs, the rubbish collection system has been in need of up-grading to ensure efficiency.

19. Effective collaboration is key. Hence, it is essential to raise the awareness of the residents about the cleanliness of their living environment, so that they can work together with the local authorities, in ensuring the cleanliness of their environment is maintained.

20. We found low-cost flats and PPRs that are branded as the darkest areas within the constituency because of the rampant cases of gangsterism, drug abuse and vandalism. Drugs abuse is often associated with young people and

sometimes even children, which raises concern especially on the prospects of future generations. For example, in one of the flat we did research, the pressure of financial difficulties, lack of employment opportunities and often the lack recreational spaces are often co-related significantly with their involvement such crimes. Incidents of gender-based violence often occurred which are related to closely with drugs and alcohol abuse. Women also often expressed concerns of safety walking home from work, even within the short distance between the bus stop to their door steps.

21. We have seen good examples of transformation in certain flat, for example, where effective partnerships between the local residential groups, government and civil society have made the living environment more conducive for the residents. These are the testimonies of the importance of strengthening the SDG17.

CALL TO ACTION

22. By embedding the principles of the SDGs into their business models, property developers can spearhead the creation of a more sustainable, resilient, and inclusive future. This endeavour necessitates a paradigm shift, viewing sustainability not as an additional expense but as a valuable investment in the future, promising substantial returns for developers, society, and the planet alike.

23. Embracing this perspective aligns with the triple bottom line of People, Planet, and Profit, ensuring that our advancements contribute positively to social equity, environmental stewardship, and economic viability. It also resonates with the principles of Environmental, Social, and Governance (ESG), guiding developers towards practices that are not only eco-friendly and resilient but also equitable and profitable.

24. Together, let's champion innovation, creating spaces that thrive on efficiency and sustainability. By joining hands in this transformative journey, we lead the way towards a greener, more sustainable Malaysia, benefitting generations to come. Let this commitment to the triple bottom line and ESG principles drive us forward, embodying change in our projects and operations for a better tomorrow.