

Building Capacities and Strengthening Community Action for Sustainable Development



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ERA
CONSUMER
MALAYSIA

A Publication by
Education and Research
Association For Consumers,
Malaysia



In partnership with
The Sustainable
Development Network
(SUSDEN) Malaysia

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**The Sustainable Development
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Introduction

The Sustainable Development Network (SUSDEN) Malaysia, with seven of its networking partners – with the Education and Research Association for Consumers (ERA Consumer Malaysia) being one of the networking partners – and the Ecological Council of Denmark (ECD) which is supported by the Danish Co-operation for Environment and Development (DANCED), has developed through a participatory approach a very innovative and creative project to strengthen community action to promote sustainable development and to, at the same time, strengthen the capacity of SUSDEN to facilitate networking among groups working to promote such development.

The idea for the project was drawn from the assessment of ground activities by selected communities and organisations on who is doing what and from specific case studies. This exercise was undertaken through a participatory action and research approach.

ERA Consumer Malaysia conducted the study of eight organisations in the central region of Peninsular Malaysia through a month-long field research to ascertain who is doing what for sustainable development in the country.

The grounds for ERA's study were to catalyse and motivate the participation of civil society in sustainable development, in keeping with the principles of sustainable development as enshrined in the United Nations Guidelines for Consumer Protection.

ERA hopes to contribute to a people-centred sustainable development process in the country through creating and building awareness on the good work being carried out by these communities or organisations.

It is our hope that this exposure will help the organisations or communities to strengthen their capacities in the sustainable, ecological-friendly and economically viable development of various activities and also promote the concept of sustainable development in the country.

Sustainable Development Initiative Case Studies

Case studies and ground assessment

Each of the seven partner organisations was assigned tasks to undertake case studies and ground assessment on who is doing what to promote sustainable development. The partner organisations presented case studies on their assessments on the ground.

The case studies and ground assessment were based on a common understanding of what constitutes sustainable development. This definition was agreed upon during a preparatory workshop in June 2001. Activities with the following characteristics were accepted as those that promote development that is sustainable:

- Promote the common good of the citizens
- Support racial, religious and cultural diversity
- Ensure the livelihood and well-being of the community

A summary of the case studies undertaken by ERA Consumer Malaysia, is as follows:¹

1. Petaling Jaya Community Centre (PJCC)

Activities

- promoting programmes at the community level
- utilising the resources of older persons and the youth
- organising a series of programmes, activities and issues related to the environment
- Encouraging people to reduce, reuse and recycle their solid wastes - raising environment awareness and ensuring the long- term sustainability of the environment

Sustainability Aspects

- cultivating a sense of civic consciousness among the community to ensure that justice is practised in the community

2. Organic Network

Activities

- marketing and distributing organic produce from farms

¹ See Appendix for the full version.

Sustainability Aspects

- promoting the adoption and acceptance of an organic food for better health and the protection of the environment

3. Tzu Chi Merit Society

Activities

- solid waste recycling and reuse

Sustainability Aspects

- promoting environmental protection
- promoting the spirit of good neighborliness

4. Shah Alam Agricultural Park

Activities

- Serving as a permanent exhibition centre on the development and progress of agriculture in the country
- an open university for the dual purpose of the recreation and education

5. Yee Bio Farm

Activities

- adopting nature farming (an ecological farming system) by using effective microorganism system

Sustainability Aspects

- organic farming method emphasises soil health, non-chemical pest control methods, sustainable farming and food quality

6. Eco Farm Resort

Activities

- offers the opportunity to be part of the organic movement or sustainable agricultural movement trend by providing organic foods

Sustainability Aspects

- vegetables free of pesticides and chemical fertilisers
- promoting protection of the environment

7. Credit Union

Activities

- provides credit and capital inputs to help the people, especially the rural

people, get involved in income generation and sustainable livelihood practices

Sustainability Aspects

- improving the economic and social well-being of male and female members and indirectly contributing towards greater equity in income distribution.

8. Integrated farming system of plant and animal production in Sungai Serai

Activities

- sustaining the economic viability of farm operations and enhancing the quality of life for farmers

Sustainability Aspects

- enhancing environmental quality

Analysis of the case studies of the five partners

The participants, together with the consultants and two resource persons, brain-stormed to identify the directions the communities or organisations were engaged in, their identification of and responses to the developments for the future. From the ground assessment and analysis, five kinds of responses and roles played in development were identified.

The first is the reactive response and advocacy role played by concerned members of the civil society in mitigating impacts of development that are destructive to the environment, such as the “Save the Kuantan River” and the “Danga Bay Watch Group Activities”. These are examples of the reactive response and advocacy roles played by members of civil society and their organisations. There are numerous such initiatives around Malaysia. Although many NGOs are engaged in such advocacy work out of concern for the present and future generations, the government and its agencies often see them as anti-development groups. They are often accused of not understanding the issues of development, that they are only concerned with protection of the environment and with conservation. Often, such groups do not get support from within nor from outside sources.

The second is the proactive response and mitigating role played by some of the civil society organisations to help save what can be saved. Organisations like World Wide Fund for Nature (WWF), Wetlands International, Malaysian Nature Society and other well-established organisations work mostly within the context of the national development design of the government and proactively identify potential negative impacts of development and potential areas for conservation and they work with the government and communities to mitigate or prevent large-scale damage.

The third is the social mobilisation, awareness and education response to change individual as well as group behaviour and attitudes to that which can be considered as being able to create a just society and contribute towards a development pattern and policies that are sustainable. Groups like the consumers associations and a number of government agencies are actively involved in public awareness and education programmes. They see the creation of awareness and education as a long- term investment in building a society that will pursue a development approach that is sustainable.

The fourth trend is the response to transform the economy from the homogenising capital-centred market control approach to a people-centred

culturally sensitive consumption approach. The homogenising capital-centred market control has very negative and destructive impacts. For example, if everyone in the world is lured into consuming hamburgers, this homogenised eating habit will require a huge amount of land for grazing livestock for beef, like in Argentina, and wheat, like in Canada. Homogenisation of the consumption pattern is only possible through monoculture. Monoculture destroys biodiversity and destabilises cultures and communities.

There is a growing awareness that the best option for food security and the protection of the biological species is through the promotion of diversity. Diversity in consumption patterns and cultural behaviour requires planting and using different kinds of food, plants, trees and fibre for living. Diversity promotes sustainability of resource use and protection of the environment. Homogeneity is for profit and destruction. Many of the case studies demonstrate how local communities are engaged in sustainable agriculture, production and livelihood systems.

The fifth trend is the response of stewardship and social responsibilities and the role of caring for the common good. Being socially responsible and caring for the common good involves the promotion of social justice, ecological sustainability and sharing. These qualities are still prevalent among many members of civil society. Initiatives and community actions of almost all civic organisations are motivated by this response. If there is to be change towards sustainable development, then this response must be mobilised and expanded to build the critical mass that is needed to attain the objectives and aspirations such development.

APPENDIX

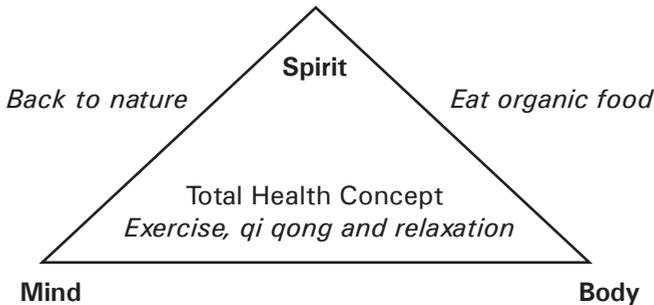
Case Study 1

Description of the study – The Titi Eco Farm Resort, Negri Sembilan

The Titi Eco Farm Resort offers members of the public the opportunity to be part of the organic farming movement or sustainable agricultural movement and to get involved in the trend of eating organic vegetables and fruits. The farm also shares with the people ideas about organic farming, environmental issues and so on.

About the Eco Farm

The mission statement of the Titi Eco Farm Resort is to promote a healthy body and mind. The quiet, comfortable and chemical-free farm resort is an ideal place for relaxation, Qi Qong proactive exercises and the enjoying of fresh organic food are promoted. They try to promote the simple, healthier and happier lifestyle in this environmental-friendly resort.



The Titi Eco Farm Resort is located about 330 metres above sea level, where the air is cooler, fresher and cleaner. It is surrounded by hills and lush greenery that is simply breathtaking. It is an ideal countryside retreat to relax and unwind, free from the hustle and bustle of city life. Guests have a 20-acre area, covered with organic vegetable and fruit gardens, fish ponds and picnic areas, to relax in.

The fish in the ponds are fed organic vegetables, and guests can try their hand at fishing. One can also jog or leisurely stroll along the jogging / walking tracks within the farm.

Children who love the outdoors can bring along their own camping gear for an experience that will surely thrill them. On a clear night, visitors can also go star-gazing or watching fireflies along the lakeside.

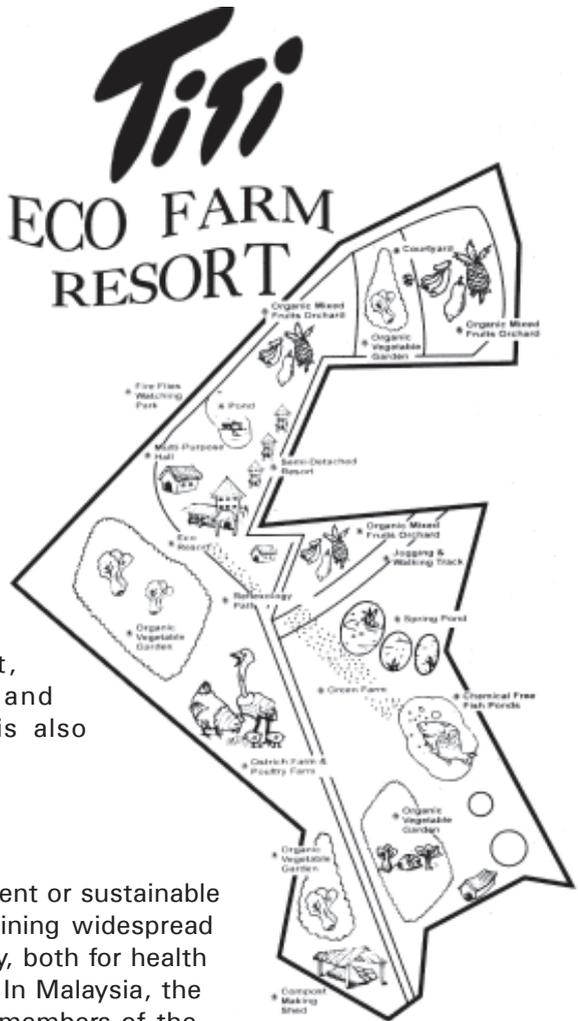
Accommodation at the resort is designed along the lines of traditional kampung houses – wooden structures and attap roofing. It is also the first solar-powered resort in Malaysia.

A small library equipped with books and magazines on such topics as sustainable development, ecology, nature, health and alternative technologies is also available at the Eco Farm.

The Organic Movement

The organic farming movement or sustainable agricultural movement is gaining widespread worldwide acceptance today, both for health and environmental reasons. In Malaysia, the Titi Eco Farm Resort offers members of the public the opportunity to be a part of this worldwide trend of consuming organic vegetables and fruits. Eco Farm vegetables and fruits are grown completely free of pesticides and chemical fertilisers at the farm in the countryside of Titi in Negri Sembilan.

The resort puts emphasis on generating fertile soil and at the same time, maintaining a healthy and harmonious environment by making its own compost and organic fertilisers, within the farm, to ensure that the vegetables and fruits grown are of the highest quality. Crop rotation and mixed planting are practised and a habitat for natural predators is created, so that pest and



disease control as is found in Nature exists in the farm.

A variety of organic products from the farm are distributed weekly direct to registered customers of the resort. The resort welcomes visitors so that it is able to share with them the ideas on organic farming and protecting the environment. Visitors are encouraged to “inspect” the farm in order to be convinced of the resort’s genuine commitment to organic farming.

Eco Farm also operates a vegetable distribution centre in Petaling Jaya, Selangor, which accepts orders for organic products. The vegetables and fruits are harvested on the mornings of Mondays, Wednesdays and Fridays and sent to the Petaling Jaya distribution centre.

SWOT Analysis

Strengths

- Eco-friendly kind of vacation
- Informative and sustainable kind of vacation is introduced to the public
- Protection of the environment is promoted

Weaknesses

- The business sector will not be interested in providing this kind of facility because of the small market demand at present
- The maintenance costs will be higher if compared with other kinds of tourism activities
- Not everyone will be interested in this kind of vacation because current lifestyle trends encourage “luxury” holidays

Opportunities

- Can be introduced in the other states of Malaysia
- An excellent effort to build sustainable development/agriculture awareness among the public and the private sector

Threats

- If not managed properly, it can turn out to be a “disaster” to the environment
- The business sector is profit-minded, not people-centred, so this activity may cause damage to the environment in long-term.

Case Study 2

Description of the study — The Tzu Chi Merits Society

On April 14, 1966 Master Cheng Yen founded the Tzu Chi Merits Society in Hualien, Taiwan, with 30 followers, mostly housewives, who put aside 35 sen a day of their grocery money to establish a charity fund. Their objective was to provide relief and assistance to the poor.



During the first five years, they provided assistance to 31 elderly and sickly poor people from 15 families.

As word got around, more people participated in the programme and the society gathered strength. It spread beyond Hualien to other parts of Taiwan, including nearby islands.

Today, Tzu Chi's branches are distributed throughout Taiwan and the society has also been formed in Japan, Hongkong, Malaysia, Singapore, Indonesia, the Philippines, Thailand, Laos, Vietnam, Australia, New Zealand, South Africa, England, Austria, Canada, the United States Brazil, Argentina, Paraguay, Lesotho and other countries.

Objectives of Tzu Chi: Respect all lives, care for all beings, purity in our minds, peaceful society and a disaster-free world

Tzu Chi's Principles: Kindness, compassion, joy and giving, through helping the poor and educating the rich.

Tzu Chi's Spirit: Sincerity, integrity, trustworthiness and honesty

Tzu Chi's beliefs: To live for one's religion, to live for all beings

Tzu Chi's Mission: As it enters its 35th year of existence, the society says that every inch of the path it has tread so far has been paved with love by its members. Its mission is a network of universal love. The members work in the missions of charity, medicine, education and culture with the spirit of sincerity, integrity, trust and honesty. They believe in the equality of all beings and that the Buddha-nature is latent in every person. Through charity, the rich can

obtain blessings and joy while the poor can receive security and peace.

With love, compassion, joy and unselfish giving, Tzu Chi's members strive to bring about the pure world of Tzu Chi through helping the needy, giving joy and eliminating suffering. They invite all people of goodwill to cultivate a field of blessing and create a society of love.

Sustainability Considerations

Tzu Chi's Activities/Missions:

The Mission of Charity – helping the poor and educating the rich

The mission includes:

- Long-term financial assistance to low-income families
- Long-term rice or material assistance to low-income families
- Income assistance for purchasing medicine
- Medical assistance
- Disaster relief
- Funeral assistance for the lonely and the poor

At the end of every year, in addition to the regular financial assistance, Tzu Chi also distributes New Year gift money, supplies for the holiday and new winter clothing. On the same day Tzu Chi members also prepare a vegetarian banquet for the poor. Many rich people involved with the mission have had the opportunity to give their love and reveal altruism. Charity work has now expanded to include spiritual counselling and care. The members also visit old folk's homes, jails and nursing homes for retarded people once or twice a month.

Charity overseas

All Tzu Chi branches overseas raise and use their own funds locally. They perform the same kinds of charitable activities as in Taiwan, including long-term care, distributing food and sleeping bags to the homeless and visiting orphanages, nursing homes and institutions for the handicapped. The first to arrive and the last to leave where help for the unfortunate is required, they also provide quick relief to



victims of floods, hurricanes and earthquakes. Recipients are overseas Chinese, Caucasians, Africans, East Indians and other ethnic groups.

Charity in Taiwan

Currently, more than 10,000 people receive regular assistance from Tzu Chi, and monthly relief funding exceeds 10 million Taiwan dollars. When one hand moves, a thousand hands move. Tzu Chi members respond quickly to aid victims of typhoons, fires, motor vehicle accidents and other disasters. After careful surveys, those who are impoverished or unable to get back on their feet in a short time are added to the list of long-term recipients of the relief programme. For instance, in August 1996 when Typhoon Herb lashed the whole of Taiwan for a week, 10,000 Tzu Chi members and volunteers were mobilised to provide relief. They trekked through high mountains, rivers and remote areas as well as towns and cities in order to conduct damage assessment, deliver hot food, distribute money aid, clear streets and so forth. Tzu Chi members have also extended their care to social service and community organisations such as hospices, war veterans' homes, old folk's homes, homes for the mentally retarded and prisons.

Charity in Mainland China

"Bodisattvas embrace all who suffer." In 1991, eastern and central China suffered the greatest floods of the century. Tzu Chi members for the first time adopted the principles of directness, priority, and respect to provide aid in the provinces of Anhwei, Jiangsu, and Henan. Ever since the establishment of contacts with people on the mainland, Tzu Chi's compassion has also spread across to the provinces of Guangdong, Guangxi, Liaoning, Jiangxi, Hubei, Qinghai, Hebei, Fujian, Chejiang and Guizhou. Tzu Chi's care and compassion are manifested in the provision of food, clothes, grain seeds and relief funds, as well as assistance in building houses, schools, old folk's homes and community centres.

The Mission of Culture – to seek truth, goodness and beauty

All donations raised for this mission focus on human kindness and love. All activities are organised with the aim of promoting social harmony and to stimulate and purify the mind. The members cherish all life and believe in preserving Earth for future generations. Environmental protection is promoted. Embracing the concept of "appreciating what you have", waste recycling, tree planting and cleaning up of the environment are on-going activities.

Environmental Protection – know good fortune, appreciate good fortune and recreate good fortune.

Tzu Chi has been active in environmental protection. Some 275,000 tonnes of paper, aluminium cans and metal cans on the average are collected each month for recycling. The paper collected alone is equivalent to saving 30,000 trees a month. All proceeds from recycling go to helping others. In the spirit of “appreciating our blessings”, campaigns are launched to plant more trees, to clean mountains, parks, water resources and beaches. In the course of protecting the environment, members purify their hearts and minds.

Community Volunteers – to promote the spirit of good neighbourliness

Tzu Chi commissioners have been organised to take on a leading role to educate the people on environmental protection and appreciation, concern for the elderly, helping out at hospitals and other community work and to organise various cultural activities to promote healthy communal ties and to prevent crime.

The Mission of Medicine – eliminate sickness, which creates poverty

In a small village, a man moans behind a half-closed door. In front of his bed sits his expressionless wife as a group of laughing children run around. How much helplessness is revealed in this scene? If the head of a household suddenly dies, the entire burden of the family falls on the wife’s shoulders, and the children cannot receive a decent education. All sorts of social problems will surface in the future. The Master realised that sickness creates poverty and poverty creates sickness. Both are linked in a vicious cycle, which leaves the people with no way out.

Therefore, to eliminate the problem of poverty and in the hope of extending the spirit and wisdom of Buddhism, Tzu Chi called for the construction of hospitals. Since then, hospitals have been set up, mostly in the underdeveloped areas which lack medical and health facilities. A medical patrol team will travel deep into the remote areas to provide medical service. The hospitals hold weekly free clinics, expand their services to home care and health education and have established libraries.

The Mission of Education

A nursing college and a medical college are the foundation of Tzu Chi’s mission of education. The nursing college aims to produce kind and compassionate nurses. For the medical college, its goal is to produce conscientious and skillful doctors. In the future, Tzu Chi will also set up

kindergartens, elementary schools, secondary schools and a university. It is clear that the Tzu Chi education, which emphasises both humanitarianism and professional expertise, has been a good model for education.

The ultimate goal of Tzu Chi is to help recipients of aid to become to be self-sufficient. Cheng Yen believes that human beings should be able to provide for themselves with dignity, rather than depend on handouts.

SWOT Analysis

Strengths

- All the programmes focus on human kindness that is lacking in our community
- Environmental protection has become a national activity, and many people are participating to promote the concept of “appreciate what you have”
- The activities ensure the well-being of the community
- Can easily be adapted/accepted by any community

Weaknesses

- Urban communities lack interest in this kind of volunteerism
- Improper use of the activities by some of the followers

Opportunities

- Awareness of environmental protection can be taught to all levels of the community through the culture-mission activities
- The activities being carried out promote gender equality and partnership
- The activities support racial, religious and cultural diversity
- They heighten social awareness
- They promote the common good

Threats

- May face some political restrictions when it comes to certain activities that the society wants to carry out
- Greater effort is needed to promote the involvement of the community, since most people will get involved in anything provided there is some monetary benefit for them

Case Study 3

Description of the case - The Petaling Jaya Community Centre

The Petaling Jaya Community Centre (PJCC) of Section 17, Petaling Jaya, Selangor, was set up with the aim of promoting programmes at the community level. The centre utilises the resources of older persons and the youth for the benefit of all residents. This centre organises a series of programmes, activities and events and also carries out activities related to environmental protection.

Among the PJCC programmes are:

- *Fund-raising Auctions* - An auction is held on the first Sunday of every month. The items auctioned are donations from members of the public. All proceeds fund the Community Centre's activities and other assorted charities. Items to be auctioned include paintings, collectible telephone cards, stamps, coins and other collectibles; furniture, household and electrical appliances, various equipment and decoration items.
- *Flea Market*
A flea market is held every Sunday at Amcorp Mall and at The Summit in Subang Jaya to bring in further funds that can be used for the good of the community. The flea market sells practically anything, from toys to jewellery, clothes and shoes. All these goods are mostly second-hand, donated to the recycling centre in fairly good condition and are reusable.
- *Health Awareness Day*
This programme is held on the third Sunday of every month and its purpose is to promote awareness of the importance of health among the local populace.
- *Robin Food Programme*
This programme allows older persons of 60 years and more to partake food at special prices in certain hotels and food outlets. The aim is to ensure that senior



citizens are able to enjoy basic nutritious food at affordable prices and at the same time, have an opportunity to socialise with others. This service is an acknowledgement and tribute by society for the contributions of senior citizens. The programme also provides opportunities and choices for older people to continue to participate actively in society. The joy of independence, participation, care, self-fulfillment and dignity, in line with the United Nations Principles for Older Persons, is possible only through the contributions of many groups in society.

▪ *Robin Good Health Programme*

This on-going programme involves getting government, non-government and private agencies to increase awareness about the importance of good health and to encourage everyone to inculcate and practise preventive healthcare measures. A series of public fora, talks and exhibitions are held at intermittent intervals. At the same time various community health centres will be set up, with a focus on programmes for older persons. Private hospitals, laboratories, pharmaceutical companies and the public sector are encouraged to contribute in cash or kind, or in form of staff or equipment, to support these activities.

For activities, PJCC has:

▪ *Education*

1. Mandarin classes (children & adults)
2. English Ccasses (children & adults)
3. Bahasa Malaysia classes (children & adults)
4. Japanese classes
5. Mathematics
7. Art (children & adults)
9. Computer classes



6. Physics
8. Rote learning of Chinese poetry

▪ *Physical*

1. Taichi classes
2. Waitankung classes
3. Ping-pong (includes coaching)
4. Badminton (includes coaching)
5. Football
6. Social dancing classes

- *Social, Recreational & others*
 1. Fun club for youth
 2. Fellowship nights
 3. Video shows
 4. Karaoke sessions
 5. Assistance in job application letters
 6. Gotong-royong (cleaning-up campaigns)
 7. Children's play groups
 8. Singing classes
 9. Breakfast runs
 - 10 Gardening club

For the good of our environment, an initiative has been started involving governmental, non-governmental and private organisations, individuals and the community to raise environmental awareness. The objective is to involve everyone in ensuring the long-term sustainability of our environment. A key focus of this programme is encouraging people to *Reduce, Reuse and Recycle* their solid waste. The PJCC currently accepts anything that can be repaired, reused, recycled and/or resold or donated directly for use by charity homes, schools and other deserving groups.

History, philosophy and future prospects of the PJCC

The University of Malaya and the Rukun Tetangga Committee of Section 17 Petaling Jaya set up a pilot community centre in Section 17. The main aim of the centre is to promote self-sustaining and on-going programmes at community level to utilise the talents and resources of senior citizens, especially those who have retired from work and have little to do with their time.

These senior citizens are encouraged to work with the young for the benefit of all residents. The emphasis is on action-oriented programmes such as economic, educational, health, social, cultural, sport and recreational activities and services. The community centre is a pilot project implemented as part of an on-going IRPA Research project, the "Socio-economic Support and Community Services for the Elderly in Malaysia", that was carried out by Prof Dr Tan Poo Chang and her research team from the Faculty of Economics and Administration, University of Malaya, with the cooperation of government and non-governmental organisations. The project was launched in September 1996.

The 1991 National Population Census showed that there were 1.5 million people aged 55 years and more in the country. By the year 2000, this number was expected to increase to 2.1 million, that is, about 9.3% of the population of Malaysia. There is hence a tremendous scope in utilising the talents and abilities of older persons in carrying out significant social development programmes at the local level.

Although the senior citizens have the time, knowledge, experience and energy, their valuable resources are currently under-utilised. Thus, the community centre was set up to harness the talents and abilities of this segment of the population to assist others in the community. The community centre acts as the coordination and management centre to assist in the identification of target groups and beneficiaries, and responds to the needs of vulnerable groups through direct action or by referral to other agencies.

The community centre also acts as a resource centre for family members to meet their social, recreational and (to a certain extent) economic needs. Eventually, a family crisis assistance group will provide home visits for those too weak or sick to leave home, and the community centre will become a first point of reference when family members have no one else to turn to.

The community centre aims at promoting neighbourhood participation to bring about social cohesion and promote unity among the people. The centre is managed by a committee that works with the Section 17 Rukun Tetangga Committee. The funds generated are used for planning and implementing future programmes, activities and also charity work. The PJCC also encourages the establishment of similar centres in the other residential areas of the country.

Philosophy

1. To uphold the Principles of the National Commandments (the Rukunegara).
2. To strive to contribute towards the harmony, welfare and stability of the society at the community level and the world at large.
3. Uphold the ethical principles to serve the community in all aspects (mental, physical and spiritual) through its various community and charitable projects and educational programmes such as:
 - Being responsible, accountable and transparent.
 - To restore the environment to its former level of greenery and preserve it. To maintain cleanliness of the environment for the enjoyment of the future generations.
 - To instil a love for fauna and flora and to strive to ensure that no

one species will become extinct in the future.

- To strive to cultivate a sense of civic consciousness among members of the community and to ensure that justice is practised in the community.

Future prospects

There are plans for other initiatives. Work is now under way to set up workshops to repair the various items that have been donated by the people. Discussions are also being held to set up activity centres for the benefit of the communities, for example, to provide computer and Internet access. There is also a plan to draw up a list of shops and businesses that are environment-friendly.

On an individual basis, household expenses and waste can be controlled by throwing away only what cannot be reused or recycled. Using environmentally friendly aerosols and detergents will further help. The people can do their part here, by encouraging their favourite eating outlets or food stalls to reduce the use of environmentally unfriendly packaging materials such as Styrofoam. Bringing our own shopping bags and refusing plastic bags when they are not needed can help as well. Discussions are also under way to collect schedule wastes like household batteries, light bulbs and expired medicine.

SWOT Analysis

Strengths

- It promotes the common good
- Supports racial and cultural diversity
- It ensures the well-being of the community
- It provides protection to the environment
- Heightens social awareness

Weaknesses

- People continue to show a lack of interest in the activities of the PJCC
- The number of activities that focus on the youth is not sufficient

Opportunities

- Involves people of all age levels in the community
- It has the opportunity to promote gender equality and partnership to promote social justice
- Motivates the involvement of people from any race or age

- Has the potential to become a centre that provides knowledge
- Can be a place for people to use their time usefully, especially the youth

Threats

- Lack of volunteers to carry out some of the activities
- Red tape such as approvals from the authorities are required for some of the activities to be carried out
- There will be a lack of interest in the PJCC if it just continues with the same activities in the long-term

Case Study 4

Description of the case – The Malaysian Agricultural Park

The Agriculture Park of Malaysia is the first and so far the only agro-forestry park in the world. Initiated by the Agriculture Ministry in 1987, the park is a centre for the display of the various agricultural practices found in the country, against a splendid backdrop of virgin jungle. The planners had in mind an “open-air university”, for the dual purpose of education and recreation.

The main objective of the 1,295-hectare park is to serve as a permanent exhibition centre for the development and progress of agriculture in the country. It also aims to act as a referral and research centre for the various fields of agriculture such as crop farming, animal husbandry and fish rearing. Ultimately, it is hoped that the park will provide the inspiration and the impetus for the growth and development of the country’s agricultural sector.

Its beauty and uniqueness have prompted the ministry to open the park to the general public so that they too may savour the splendour and the wealth of the nation’s agricultural heritage. The response from the local populace has been very good and today, the park also caters to a fast growing



number of foreign tourists as well. More attractions are being developed under the master plan for the park.

Background

The Malaysian Agriculture Park was conceived by the Minister of Agriculture, Tan Sri Sanusi Junid, in 1987. The Department of Irrigation and Drainage, being the only agency within the Ministry of Agriculture with technical expertise, formed a social unit to assist the ministry to transform 847 hectares of the existing Bukit Cherakah Forest Reserve into an agro-forestry park. The park area was later increased to 1,321 hectares.

Located strategically on the fringe of the Selangor state capital Shah Alam, the park is the place for nature lovers. The structures in the park were designed to blend with the natural surroundings and therefore, only natural materials were used. The biggest challenge was to erect these structures with minimum destruction to the environment.

Sustainable Considerations

The Agriculture Park offers visitors a glimpse of the agricultural scene in the country: an oil palm plantation, a paddy field, rubber trees, coconut trees and fruit trees. It is also the largest agro-forestry park in the world, with a vast complex of landscaped floral gardens, agricultural plots, orchards, lakes and dense jungle.



There are many species of birds and animals in the park. Among them are kingfishers, magpies, peacocks, squirrels and monkeys. Though shy, these residents will not fail to amaze you with their day after day of activities like food hunting and mating habits.

Additionally, the Pony Ranch, where rides are offered at a reasonable price, is a hit among the children. Other attractions here include two agricultural dams, a fishing lake, a Temperate House, a suspension bridge and a bird and safari park.

A research centre for the study of mushrooms has been established for those who want to learn more about the life cycle and growth pattern of this fungus species. There is a wide range of mushrooms in Malaysia, edible and poisonous ones, which are cultured in special jars or planted in a fertilised garden patch.

Close to the mushroom farm is a watchtower that lures visitors to a breathtaking view of the entire Bukit Cahaya. Some of the truly beautiful sights are the Garden of Eden and the Water Lily Lake located within the popular Bonsai Garden.

Visitors can also experience the four climatic seasons at the park, which offers facilities like a bus service and bicycles for hire. An uphill cycle ride in the park, also known as the Bukit Cahaya Seri Alam Agricultural Park, surrounded by tall trees and beautiful lakes, will be a great experience.

SWOT Analysis

Strengths

- Has a dual purpose of recreation and education
- Provides protection to the environment
- Ensures the well-being of the community by providing affordable / cheap vacation / recreation place

Weaknesses

- Compared with several other places of recreation or vacation in the country, this park does not attract as many visitors
- Poor maintenance of the park
- Lack of new and exciting activities that can attract visitors

Opportunities

- Provides the inspiration and the impetus for the growth and development of the country's agricultural sector
- Can be further promoted for the agro-tourism industry in the state and country

Threats

- Cost of maintenance is high
- A large space is need for an agriculture park so if it is not managed effectively, it will be a waste

Case Study 5

Description of the case – the Yee Bio-Farm

The Yee Bio-Farm adopted nature farming by using the effective microorganism system. Nature farming is an ecological farming system based on sound agronomic husbandry. It is the predominant, certified organic farming method in Japan, and it is gaining recognition around the world for its emphasis on food quality, soil health, pest control methods and related sustainable farming practices.

The effective microorganism (EM) system is but one tool in nature farming. It is the series of humus management practices akin to all organic agricultural systems – cover cropping, green manuring, specialised tillage implements such as spades and chisel ploughs, reduced tillage, mulch, cover crop residues, composts, microbial inoculants, hamates, grazing, urine and permanent bed vegetable production systems – that make up nature farming as a whole. EM can be used separately from nature farming by conventional as well as organic farmers, and nature farming can be practised with or without the use of EM. The decision as to which practice and products are used will depend on local conditions and farm management goals.

History

Ng Chee Yee, the owner of Yee Bio-Farm, manages his farm along the main ecological farming system in Japan. The nature farming eco-label is popular with Japanese consumers who seek pesticide-free fruits and vegetables. More recently, nature farming is receiving increased attention in the



United States for its emphasis on soil health, food quality, and microbial remediation of livestock wastes and kitchen food wastes. Nature farming is a natural farming system first advocated in 1935 by Mokichi Okada (1882-1955), a Japanese philosopher and holistic health advocate, as an alternative to chemical farming.

Sustainable Considerations

Nature farming is parallel to organic farming in many ways. Both systems advocate soil quality as the fundamental basis for healthy crops and healthy people. Nature farming differs from other organic agriculture systems primarily in its philosophical origin, and more recently, for its adoption of effective microorganisms as a tool in promoting healthy, productive soils the organic way.

An offshoot of nature farming, effective microorganisms is the development of a special culture of beneficial microorganisms which are used as inoculants to promote healthy soils, treat livestock odours and compost food wastes as one part of a holistic system.

Nature farming has five basic requirements:

- It must produce high quality food to enhance human health
- It must be economically and spiritually beneficial to both farmers and consumers
- It must be sustainable and easily applied
- It must conform to nature and protect the environment
- It must produce enough food for the world population

Yee Bio-Farm has four goals:

1. Developing fertile, productive and healthy soil without any artificial fertiliser;
2. The production of grains, vegetables and fruits which are delicious;
3. Obtaining foods which are more nutritious and less toxic, thus greatly benefiting human health; and
4. Minimising the presence of insects and pests.

The four principles that Yee Bio-Farm operates on:

- No cultivation
- No chemical fertiliser or prepared compost
- No weeding or tillage or herbicides
- No dependence on chemicals

Effective microorganisms for a sustainable environment and a healthy life

EM can be applied in various ways to build a healthy environment and a healthy life:

In agriculture and farming

- Organic farming based on EM compost or fertiliser and an irrigation system with EM-diluted water yields healthier and bigger crops, with richer nutrients.
- Chickens fed on EM-processed food grow healthier and their eggs contain more nutrients than normal. The egg yolk does not break easily because it is healthy.
- EM-fed cattle and hogs grow healthily. Their manure hardly smells and can be recycled as excellent organic fertiliser. The chickens do not need any antibiotics or hormones to make them fat or disease-free.

At home by

- Making compost from kitchen garbage
- Spraying EM on the carpet keeps bugs away and the rooms become less dusty.
- Spraying EM on the pets keeps fleas or flies away, eliminates their peculiar smell. Adding a few drops of EM in their drinking water enhances their health and their excretions become less smelly.
- Spraying EM can keep the kitchen floor clean and shiny always.
- Adding a capful EM into the washing machine requires less detergent and makes the clothes fluffy after rinsing, thus they dry quickly.
- Spraying EM on plants enhances their healthy growth and they are stronger in resistance against diseases. It thus eliminates the need to use pesticides and chemical fertilisers.
- Spraying EM into the refrigerator as a substitute for deodorant
- Pouring a capful EM into the toilet or water tank prevents grime and clogging pipes, plus keeping the toilet odourless.
- Spraying EM into the hood of the car enhances the combustion efficiency of the gas because of anti-rustic effect and the peculiar vibrational energy of EM, by which one can save in energy costs.

SWOT Analysis

Strengths

- EM decomposes active ingredients in soil so that the nutrients are easily be absorbed by crops. EM manipulates the environment to be favourable to crops, thus allowing them to grow better than their normal growth capacity.
- The work of EM, centering around its actinomycetes, invokes bactericidal and insecticidal activities, thereby safeguarding crops from diseases.

- One of the problems pertaining to the livestock industry is offensive odour coming from the excreta of the animals. Offensive odour can be removed by applying EM and the excreta can be retreated into an effective organic matter.
- Livestock health problems can also be solved by using EM-activated water. In an EM fermentation environment, flies and maggots are drastically reduced, providing the animals with a healthy environment.

Weaknesses

- It is not well known in Malaysia, especially among the farmers
- The knowledge is not being benchmarked by any company for the farmers

Opportunities

- Sewage treatment with EM drastically helps to improve the drainage system. In the case of activated sludge process, purification is easily done to such an extent that there is almost no need for sludge treatment. In housing for hogs, for instance, mono-drainage treatment is ideally done. Treated water turns out to be clean water.
- In sewage treatment, iron bars and metal pipes are subject to rust, caused by rot or perforation but EM fermentation represses mould infestation. The process of fermentation sometimes removes the rot itself.
- Garbage coming from households turns out to be one of the biggest troubles for municipalities. Applying EM *bokashi* to garbage will cause it to turn into compost for home vegetable growing. There is no odour from garbage, even as it is being fermented with EM *bokashi*.
- Global problems such as the desertification of forests and soil run-off can be tackled with the application of EM.
- EM application to soil with run-off risk can help increase the soil's water holding ability. It helps trees to grow where landslides occur, eventually preventing top soil from run-off.
- The plant community can be expanded by application of EM, which sustains the water holding ability of soil, thereby leading to soil improvement.
- Water unfit for drinking can be made fit for drinking. Muddy water that spoils the landscape can also be cleaned.

Threats

- There is this question of whether the farmers will accept a drastic change to their traditional practices and farming skills.
- The government’s policy of introducing biotechnology to agriculture is in conflict with this approach.

Case Study 6

Description of case – Organic Network

Organic Network was formed to market and distribute the organic produce from farms. It now distributes an ever-growing range of organic produce from around the world to the region. In addition to fresh organic produce, it also distributes baby foods, beverages, staple and convenience foods, condiments, snacks and dairy products.

History

Organic farming first appeared on the local scene in the mid-80s, with small farmers carrying out organic farming by trial and error, with little or no commercial-scale output. The seeds of change were sown in 1987 when the Centre for Environment, Technology and Development Malaysia (CETDEM) began a one-acre experimental organic farm in Sungai Buluh, near Kuala Lumpur. The farm concentrated on a variety of local vegetables and fruits and within a few years, was able to sell its produce through direct sales and retail channels. This was possibly the first successful commercial application of organic farming techniques locally, albeit on a very small scale.

In 1995, Stephen Leong, an agricultural scientist, developed a range of organic fertilisers and soil conditioners using the Shimamoto method of composting. He assisted several farmers to convert their farms to the Shimamoto method of organic farming and since then, there has been no looking back. These farms have been highly successful commercially,



proving that organic farming is a commercially viable alternative to conventional farming.

In March 1999, based on an initiative supported by Organic Network, five pioneer organic farms obtained organic certification from KRAV of Sweden, an IFOAM accredited certifying body: a first for Southeast Asia and possibly Asia. This is an indication of Organic Network's commitment to assure customers that its products are genuinely organic and confirm to international organic quality standards.

Sustainable Considerations:

Organic Network's Mission

Organic Network is not just a business. Its mission is "To passionately promote the adoption and acceptance of an organic choice for the health of the individual, the well-being of society and the protection of the environment."

The Values

Organic Network's buying philosophy is not "can we sell it", but "should we sell it?" The buying policy is to source for products that are:

- Organically grown, whenever possible
- Free from artificial preservatives
- Free from artificial colours
- Free from chemical additives
- Non-irradiated
- Cruelty free
- Minimally processed or unadulterated

Organic Network has been working with farmers both locally and regionally to introduce organic farming and to assist them to obtain international certification. Organic Network is a member of the Organic Trade Association, an international body that promotes organic products and protects the integrity of organic standards.

To spread the organic message requires commitment and a willingness to share. Employees of Organic Network are encouraged to "go organic". Food trials and tasting sessions are a continuous activity and training in product nutritional information and developments in the organic movement are provided in tandem with customer service. The company's conviction extends to

recycling and promoting the green philosophy for minimising the environmental impact of man's commercial activities.

Through a network of retail outlets, home delivery and Internet shopping, Organic Network brings to the public the finest, freshest and widest selection of organic foods from around the world.

SWOT Analysis

Strengths

- Promotes green philosophy for minimising the adverse effects of man's activities on the environment
- Works together with the farmers in carrying out organic farming
- Promotes the understanding of organic farming and the benefits of organically grown produce
- Encourages and enhances biological cycles within the farming system, involving micro-organisms, soil, plants and animals.
- Markets and produces non-food products out of renewable resources that are biodegradable
- Provides access to organic produce to members of the public

Weaknesses

- Does not cover all the areas in Malaysia
- Few outlets sell organic food / products
- If the company is not monitored properly, the farmers may be discriminated because the company is the "middleman" or marketing agent for the organic farmers.

Opportunities

- Can encourage organic farming associations to function along democratic lines and the principle of division of power.
- Promote lifestyle changes towards simplicity and self-sufficiency.
- Produce food of high nutritional quality in sufficient quantities.
- Can be the catalyst for the development of an organic production chain that is socially just and ecologically responsible.

Threats

- A question of whether farmers will accept this kind of company that acts as the middleman for organic products
- Keeping alive the hope that in long-term, this company will maintain its people-centred goals instead of moving towards profit-motivation.

Case Study 7

Description of the case – Integrated Farms of Kampung Sungai Serai

Sungai Serai is a village in the Gombak district of Selangor, where the integrated farming system and organic farming are practised. An integrated system of plant and animal production practices will in the long-term:

- Satisfy human food and fibre needs;
- Enhance environmental quality and the natural resource base upon which the agricultural economy depends;
- Make the most efficient use of non-renewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls; and
- Sustain the economic viability of farm operations and enhance the quality of life for farmers and society as a whole.

The Background to Integrated Farming in Sungai Serai

The village of Sungai Serai is located 5km from Kuang, the nearest town. The village is categorised as lowland. It and neighbouring villages depend on irrigation for farming.

There is no specific wet or dry season, but water density is usually lower in March and April. The type of soil in the village is clay loam. The soil can hold water and certain nutrients well so that losses to leaching are likely to be lower. The soil is suitable for the production of vegetables and other agricultural crops.

Most of the poor people in Sungai Serai do not have their own land, and live in fear of eviction by the authorities. They do not have adequate clean water supply, electricity and sanitation, and they are generally under-nourished.

The village is home to 1,750 residents belonging to 205 households. Some 10% of the total population comprises women who play an important role in farming. Some 20% of the residents, when this study was done in 2001, were under 21 years. Children constitute 10% of the population. The majority of farmers belong to the low-income group and practice farming on a part time basis. They produce food crops and sell the produce in the market themselves.

The village is near Kuang, the town where most people from Sungai Serai will go to shop during the off-farming season. The traditional joint family system characterised by one or two male income-earning members in a family exists in this village.

Cropping Pattern in Sungai Serai Village

Table 1.0 : Cropping pattern of Sungai Serai Village.

Vegetable	<ul style="list-style-type: none"> - Brinjal (buah terung) - curry leaf - Cili padi - kasturi - lady finger (Bendi) - pandan leaf - sayur manis - selum <p><i>Total area = 40 acres</i> <i>Mixed farming is practised</i> <i>Production: Vegetables</i></p>	<ul style="list-style-type: none"> - bunga kantan - Cucumber (timun) - chilli (Cili besar) - lengkuas - long bean - pegaga - serai
Root crops	<ul style="list-style-type: none"> - cassava (ubi kayu) - ginger (halia) - tapioca (ubi keledak) <p><i>Rotation cropping</i> <i>Mixed cropping</i> <i>Total area = 11 acres</i> <i>Production: Root crops</i></p>	<ul style="list-style-type: none"> - kunyit - ground nuts
Fruits	<ul style="list-style-type: none"> - banana - durian - papaya <p><i>Total area = 180 acres</i> <i>Mixed cropping</i> <i>Some area - monocropping</i> <i>Produce is sold in the market, sold house-to-house</i> <i>and is also consumed by the producers.</i> <i>Production: Fruits</i></p>	<ul style="list-style-type: none"> - ciku - mango - rambutan

Strengths

- Some of the farmers are self-reliant: they grow the food crops and sell the produce themselves
- They diversify into new crop production to create jobs and income
- A well-managed farm is one that consistently makes greater profits than similarly structured, neighbouring farms
- Sustainable agriculture is the one of the methods of increasing farmers' incomes. Prices can be higher for organic foods, while low inputs will be cost-effective in the long run
- By using the sustainable farming methods, farmers can save on labour and input costs and improve the environment quality so that they can create products that are safe to eat.
- Both organic and integrated farming are making important contributions to rural economies and environment. With policy support for sustainable agriculture, there could be more spending on services, more employment in farms and food businesses, and more added value to rural produce.
- These systems reduce environmental degradation, maintain agricultural productivity, promote economic viability and maintain stable rural communities and quality of life.

Weaknesses

- From the cropping pattern above, there is no cereal crop in the village, which means the villagers have to buy their rice.
- Their production is not stable and food crop prices are dependent on the season.
- Although the villagers can produce different crops, fruits, livestock or fish, production is not sufficient to meet all the needs of the people in the village: they still have to go to the market.
- Lack of cereal food production in the village. The people need to buy their rice from nearest town market or replace it with root crops such as potato, cassava or tapioca for their body energy needs.
- Parents do not encourage their children to become farmers because they feel that the farmer's income is low, the work dirty and tough under the hot sun.

Opportunities

- A good farming system will give a high production with a low input. This will raise the farmer's income and his livelihood will be changed.
- Farmers' clubs can be set up to encourage farmers to work together in study groups and encourage greater interaction between farmers.
- Co-operatives of farmers can also be formed to increase the sustainability of the farming activity by reducing input costs or increasing profits, thus reducing risks.
- By joining a cooperative, small operators gain economies of scale in areas such as technical and enterprise support, supply of inputs and marketing. Cooperatives ease the access of small farmers to formal markets that are not easy to enter.

Threats

- The road system is less developed, dangerous and this has an impact on the marketing of their produce.
- The farmlands are facing serious competition from urbanisation, industries and other users.
- Part of the land is cash crop plantation, that is, palm oil.
- Some of the places are hit by flash floods if there is rain non-stop for two hours or more, and this results in crop and livestock (chicken) losses.
- Most of the farmers have only primary or lower secondary school education and some are not educated. This causes communication problems when agriculture extension workers come by.
- The youth are not interested in farming. In future, the village will have to buy food and depend on the market food availability and the market price. It won't be food secure in the future.

Case Study 8

Description of the case – the Credit Union Promotion Club Malaysia

The vision statement of the Credit Union Promotion Club Malaysia is: “A viable, sustainable, competitive, community-based financial institution responsive to the needs of the members and guided by the cooperative principles and values.”

Mission Statement:

To improve the economic and social well-being of male and female members by providing them with excellent financial services at the best possible price and quality.

Goals and objectives:

- To reach out to a minimum of 70,000 members by the year 2005
- To increase its savings to RM10,000,000.00 by the year 2005
- Increase loan amounts to RM8,000.00 and implement mortgage and consumer loans.
- To recruit a minimum of 3,000 members for its health insurance programme (medicare) and provide general insurance services to members and non-members.
- To reduce the juvenile delinquency rate in the community to less than 5% by the year 2005.

Activities of the Credit Union:

- Provides group insurance to members.
- Runs three community kindergartens to help improve the education of the children of members.
- A healthcare insurance product was introduced in 1999, through an MoU signed between the credit union and Koperasi Kredit Pekerja (KKP).
- The Credit Union Promotion Club Malaysia held two poverty alleviation workshops with the support of Asian Credit Cooperative Union (ACCU) in Kuala Lumpur. Policy guidelines and action plans were developed. Their target groups are child labour, aged parents turned away by their children, single mothers without assets, widows, the handicapped, indigenous people, plantation poor and orphans.

- The Credit Union also developed a micro-financing programme through an ACCU seminar held in Kuala Lumpur 1997.
- Gender Sensitivity Training (GST) – the Gender and Development Programme of the society has entered into the second phase following the first phase, which was in place from 1991 – 1997.
- The integratin of youth into the Credit Union became official on April 29, 1990 when 350 youths turned out for the 1st “Credit Union National Youth Convention”.
- Another attractive scheme is the Education Fund, which was launched in 1989. Children of more than 600 members have received interest-free loans for higher education (vocational, technical, universities) in the country and abroad. Some 200 children have completed their courses.
- The credit union has also launched a welfare fund scheme to provide relief to members during natural disasters such as floods and fire, and also during family medical emergencies or when there is a death in the family.
- The Volunteer Welfare Fund scheme was launched in 1992. A total of RM150,000 was given out up the year 2000 to members in difficulties as advances and assistance.
- Retirement benefits were introduced in 1993. Members who attained the age of 55 years who have been with the credit union for not less than five years can apply for the fund.
- The success of this cooperative society is through constant education and training. The training includes pre-membership classes, area leadership courses, management training, accounting procedures and other social gatherings, seminars and workshops.

This case study is categorised as sustainable development because by having this kind of activity, the credit union helps poor rural families get financial assistance quite easily. This is because banks do not provide poor rural families with loans nor give them any other kind of assistance because of their inability to provide the collateral or sometimes, relevant documents, when applying for a loan.

SWOT Analysis

Strengths

- Community-based, so a lot of people-centred approach activities take place
- It helps promote the common good of the community

ERA Consumer Malaysia

- It supports racial and cultural diversity for the community

Weaknesses

- Only involves a certain race and is not widely spread in many other places
- No effort is made to build awareness of environment issues
- One needs to pay to become member of this union to enjoy the benefits.
- It doesn't involve all the family members in its activities

Opportunities

- Can be developed into a bigger union by inviting more people from other races to join
- Gender equality is promoted with the introduction of the GST programme to the members
- Exchange of ideas on issues of mutual concern are promoted and encouraged

Threats

- Challenging to set up a credit union in certain places without approval from the authorities
- Poor response from the community to leadership roles in a credit union because the people today are less interested in volunteerism

Conclusion

These are some of the fine examples of working, sustainable development projects being carried out in the country. A lot of the successes have come through the sheer hard work and commitment of the promoters and leaders of the projects.

Sustainable development is for the good of mankind and the Earth. These practices will help preserve the Earth and keep it in good shape for the future generations.

Except for the Bukit Cahaya Seri Alam Agriculture Park, all the other initiatives have been individual, community or private sector initiatives. The government will therefore have to take a more leading role to encourage and develop sustainable development activities in the country.

As for local support, the government can be assured that those non-governmental organisations (NGOs) that are involved in these areas of activity will be more than willing to help out in any way they can.

NGOs can get the local communities involved in more concerted activities in recycling. Putting up disposal bins for reusable items alone is not enough. An organisation like the Federation of Malaysian Consumer Associations (FOMCA) has been successful in raising consumer awareness against wastage through its activities like poster drawing competitions.

Through the initiatives and backing of the government, its relevant agencies and civil society can work together to help Malaysia move towards sustainable development and sustainable consumption.

About ERA Consumer

The Education and Research Association for Consumers, Malaysia (ERA Consumer, Malaysia) is a voluntary, non-profit and non-political organisation that was founded in Ipoh, Perak in 1985. ERA Consumer is a registered membership organisation under the Malaysian Societies Act of 1966. It was set-up to undertake and promote the task of developing critical consciousness on public-related issues out of the larger socio-economic issues.

ERA Consumer is a dynamic institution that is constantly responding to and developing its services according to the needs and demands of the people. It aims to create awareness among the public on issues that are effecting their lives, through research and educational programmes by undertaking independent, authoritative, balanced research on public issues; carrying out public education projects; making policy recommendations to the government & international institutions; building solidarity and understanding among NGOs in Malaysia and society at large, and to increase South-South relations and North-South understanding. ERA Consumer's components and main programmes are consumer issues; human rights education; food, trade and economics.

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