POLICY & INITIATIVES OFFLINE REGISTRATION FORM

The Urban SDG Knowledge Platform has been developed by United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), the Seoul Metropolitan Government (SMG) and CityNet to support cities in implementing the Sustainable Development Goals (SDGs).

The Urban SDG Knowledge Platform aims to facilitate city-to-city knowledge sharing through provision of a repository of urban policies and initiatives that are working towards local implementation of SDGs. The core content of the platform – the urban policies and initiatives – is user-generated, sourced directly from the local government representatives. Therefore providing local governments with an opportunity to share information about urban policies and initiatives from their cities, as well as gain first-hand knowledge about emerging solutions and innovative practices from other cities.

You may use this form as an offline document to prepare your contents, before uploading the information to the Platform. The policies and initiatives should be recent and directly related to the Sustainable Development Goals. Further information on the SDGs can be found here.

After you have registered and uploaded the policies, and pending approval and final edits, your policy/initiative will be featured on the Urban SDG Knowledge Platform.

Thank you for your input.

※ **Fields**

The Sustainable Development Goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations member countries in 2015, calls on countries to achieve 17 Sustainable Development Goals (SDGs) over the next 15 years. The SDGs aim to end poverty, protect the planet, and ensure prosperity for all. Among these is the urban-dedicated Goal 11 which aims to 'make cities and human settlements inclusive, safe, resilient and sustainable.' However, all of the 17 SDGs matters to local governments, and implementation of 65% of the SDG's targets will require direct involvement of local actors.[1]

To achieve the SDGs, local action from mayors, city leaders and other urban stakeholders, including citizens, will be critical. For example, implementation of the SDGs will require urban policies and initiatives related to the relevant goals on hunger, poverty eradication, access to water and energy, creation of jobs, improve economic productivity, transport, sustainable management of natural resources, building inclusive and safe societies, ensuring equal opportunities for all, and promoting the adaptive capacity to climate-related hazards.

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[1]Cities Alliance. *Sustainable Development Goals and Habitat III: Opportunities for a Successful New Urban Agenda.* 2015. Available at: http://www.citiesalliance.org/sites/citiesalliance.org/files/Opportunities%20for%20the%20N ew%20Urban%20Agenda.pdf

URBAN SUSTAINABLE DEVELOPMENT GOALS KNOWLEDGE PLATFORM

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FOR THE MANAGEMENT OF HUMAN SETTLEMENTS

SEOUL METROPOLITAN GOVERNMENT

UNITED NATIONS ESCAP
Economic and Social Commission for Asia and the Pacific

SECTION	INSTRUCTIONS	
CASE STUDY OVERVIEW		
Title *	Title of Initiative/Policy/Programme/Project	Welcome To Kota Aur Village North Seberang Perai
Synopsis *	Describe the initiative in one or two sentences (140 characters max)	The Kota Aur Village is located approximately 20 KM from Butterworth Town and 40 KM from Georgetown City. A Village full with heritage, surrounding by green forest and tropical fruit plantation with the fresh breezy wind. For exciting vacation, the Kota Aur Village is one of the agro-eco tourism in Seberang Perai. Tourist may experience Malay's traditional lifestyle with unique culture to be explored.
City *	Name of city	Penaga, North Seberang Perai
Country *	Official country name	Malaysia
Region *	Select region and relevant subregion	Asia and Oceania *Subregion:* • **East Asia** • Central Asia • West Asia • **Southeast Asia** • South Asia • Pacific (includes Oceania) • North Asia Africa Europe Latin America and the Caribbean Middle East and Northern Africa North America
Implementation Period *	Select the status of the initiative	• Planned • Being Implemented • **Complete** Start year: 2017 Completion Year: 2020
Stakeholders and Partners *	List the key organizations, stakeholders, and government departments involved in this initiative, including any collaborative or cross-departmental coordination mechanisms.	• Penang State Exco Office for Tourism and Creative Economy (PETACE) • Seberang Perai City Council

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Themes *	Select the key theme(s) that this initiative is related to. If selecting 'Other', please describe.	- Urban Planning - Housing - Transport - Water and Sanitation - Energy - Solid Waste **Environment and Resilience** - Governance and Finance - Social Inclusiveness and Well-being - Economy and Jobs - Other –*please describe:*
Sustainable Development Goals *	Select the most relevant Sustainable Development Goal(s) and associated target(s) that this initiative is working towards. Further information about the SDGs is available at: http://www.un.org/sustainabledevelopment/sustainable-development-goals/	•Goal 1 - End poverty in all its forms everywhere • Goal 2 - End hunger, achieve food security and improved nutrition and promote sustainable agriculture • Goal 3 - Ensure healthy lives and promote well-being for all at all ages • Goal 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all • Goal 5 - Achieve gender equality and empower all women and girls • Goal 6 - Ensure availability and sustainable management of water and sanitation for all • Goal 7 - Ensure access to affordable, reliable, sustainable and modern energy for all • Goal 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all • Goal 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation • Goal 10 - Reduce inequality within and among countries • **Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable** • Goal 12 - Ensure sustainable consumption and production patterns • Goal 13 - Take urgent action to combat climate change and its impacts • Goal 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development • Goal 15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss • Goal 16 - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. • Goal 17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development

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	Briefly explain how this initiative contributes to the relevant SDGs and associated targets. **Please use the questions below to guide your response**: • How does this initiative effectively address multiple SDGs and associated targets? • Has this initiative been designed to address specific SDGs and associated targets? • How does this initiative contribute your country's national-level SDG strategies?	It is influencing our Eco systems our cities and our lifestyles here in Seberang Perai and throughout the entire world. Thus, it is about time for Seberang Perai to deal with the Climate Crisis /Emergency. Therefore, the Seberang Perai Climate Action Strategy has been set as a policy direction to guide the implementation of projects and programmes that are aimed to mitigate the impact and adapt the changes that happen in Seberang Perai. The first step in managing climate change is by managing the emission. Thus, Seberang Perai is committed to be a Low Carbon City driven by Smart City by the year 2022. In order to achieve the goals, four key result areas (KRAs) have been identified; namely resilient, inclusive, green and competitive. These KRAs are important in order to build the characteristic of Seberang Perai as an aspiring city of tomorrow. Each of the KRAs has its very own action plans. These action plans compiled into a five year plan known as Seberang Perai Strategic Planning since 2018-2022. Seberang Perai City Council is very committed to ensuring that global warming does not exceed 1.5℃ and ensure our survival together.

DETAILED INFORMATION		
Key City Information	Local government website	www.mbsp.gov.my
	City social networking sites (Facebook, Twitter, etc.)	https://www.tourism.gov.my/niche/homestay/directory?keyword=&state=Penang https://homestaykotaaur.blogspot.com/
	Population	26,154 population (Kota Aur Village)
	Area (Km2)	34.6 km2 (Kota Aur Village)

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| Background, Challenges and Objectives * | Describe what challenges/gaps the initiative is addressing, including any relevant background information about the city, and the outline the key objectives/goals of the initiative.

Please use the questions below to guide your response
• How have factors such as the city's history, population size, and location influenced the need for this initiative?
• What challenges and opportunities faced by the city influenced the development of this initiative?
• Why was this particular approach chosen?
• What are the key objectives/goals of this policy? |
|---|---|
| | Kota Aur village vision of tourism contribution to rural development. Through the development of tourism in Kota Aur with tourism development, it will be able to develop rural areas through increased economic opportunities. With this tourism sector, it will provide opportunities for the villagers to generate their economy through:-

Provision of houses as Homestay.

   i.   Provides promotion of traditional food products.
  ii.   Provides activities such as embracing local culture, visiting the panorama around the village
 iii.   Provides tourism package network, including interesting places around the village area.
 iv.   Provision of small industry such as processing nira nipah.
  v.   To highlight the history of the existence of Kg Kota Aur.

The main goal of Kampung Aur's tourism strategy is to promote culture and life in rural areas rich in agricultural activities. Through this it can contribute to driving rural development. Apart from the main economic resource for this area, namely agriculture (paddy fields), through tourism development it will provide space to the local residents to increase the opportunity for local economic improvement. Tourism will make the villager have various economic branches in improving the economic status of the locals.
Main contributions are exposed towards unique culture in Malaysia which is Malay Traditional culture that need to be explored more and able to create such a great networking among others Best Tourism Villages Network.
Uniqueness of a certain culture and tradition are made human being become more civilisations by times. For sure, to make tradition and cultural are not being forgotten and experience of new generations. Perhaps, with differences in culture, may have the same similarities with others Best Tourism Village Network that are being made a new vision of networking among each other cultures and tradition. |

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Actions and Implementation	Describe the key actions taken under this initiative, including any relevant information about its implementation timeline. **Please use the questions below to guide your response** • What key actions and stages were involved? • What community engagement or participatory planning processes have been involved? • What monitoring and evaluation measures have been put in place? • What is the strategy to keep this practice going over the mid- and long-term?	
	SDG's are the main factor to move forward in implementing the development of rural area. Regards of modernisation, rural area also had a good attraction on how people continue to live in a nature and surrounding by natural recourses. We see in the future of tourism can make an enhancement of socio-economic of the Kota Aur Village. Without change any natural ambiance and preserved nature, we proceed to strive the rural tourism industry. Concerning about climate change, we are looking forward to help our mother nature to sustain their balance. Rural development needs to be minimal develop to sustain that local surrounding.	
Outcomes and Impacts *	Provide a brief overview of the outcomes and impacts of the initiative. **Please use the questions below to guide your response** • What has been achieved and who is benefitting? • How has success been measured? • What factors and conditions contributed to its success and/or presented challenges? • How does this initiative benefit disadvantaged and marginalized groups?	
	Kampung Aur well known among local and global tourist. Based on previous achievements in promoting rural and cultural lifestyle, Kampung Aur received an acknowledgement from Ministry of Tourism, Art and Culture by giving Kampung Aur one of the Homestay Malaysia listed in Official Website of Ministry. Through this achievement and promotion, it is help and give benefits to local economy driven toward tourism sector. The main factor of success Kampung Aur's homestay is promoted by Ministry of Tourism, Art and Culture and Penang State Government initiative for local homestay owner. Seberang Perai City Council through Tourism, Art and Heritage Department also give incentive on promoting and create a tourism package. As a result, Kampung Aur has established as a Malay Village Cultural with breathtaking panorama to be experienced with.	

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	Describe the suitability of this initiative to be replicated and scaled-up, including the factors and risks which parties interested in replication should consider during the planning of similar projects. **Please use the questions below to guide your response** • Can this practice or parts of it be replicated or was its success local context-specific? • What are the prospects for scaling up implementation to benefit a larger number of people? • In what urban contexts would this initiative be best-suited for replication? • What are the key takeaway lessons relevant to parties interested in replication?
Replicability and Scalability *	The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The next step is to integrate the SDGs framework into Seberang Perai City Council programmes and activities and turning agenda 2030 from global vision into a local reality. Seberang Perai City Council has achieved 118 programmes and 251 activities in 2020. In the year 2021, Seberang Perai City Council has planned 182 programmes and 276 activities. Engagements and consultation with community actors in order not to leave anyone behind and ensure there is owned by the community. All plans must include the effort to improve the quality of life, modernization and digitalization of a solid waste management system, flood mitigation, traffic dispersion, payment gateway, and also ensure an efficient and safe counter service.
	Describe the resources that have been allocated to the planning, implementation and ongoing maintenance of this initiative. **Please use the questions below to guide your response** • What is the budget (USD) of the initiative? • Has the policy received any external resources or support, such as external financial contributions? • What internal resources (for example, human resources/staff, technical expertise etc.) have been allocated? • What other resources, such data and technology, have been utilized?
Budget and Resources Allocated	Under budget and allocation to bring up this Kota Aur Village with an enhanced business model in eco-tourism approximately cost USD 118,077.75. Proposal on this development still on going and under review. Application for budget to Penang State Government through Penang State Exco Office for Tourism and Economic Creative (PETACE). Internal resource involves expertise of registered town planners from Tourism, Art and Heritage Department, Seberang Perai City Council , administration and technical staff as well.

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Further Information and Media	Do you have any images or documents to share along with the submission template form? Please share them by attaching the images to the e-mail and send it together with the submission template. ❖ As images speak a thousand words, we would prefer the images to be in high quality. Please consider sending high quality images via Google Drive or similar applications. ❖ By sharing the images you agree that images can be utilized within the Urban SDG Knowledge Platform website and related publications. You also acknowledge that you possess the copyright to distribute the images to an external party.

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