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**GREEN INITIATIVES AMONG
DWELLERS IN ASHBY ROAD FLAT
IPOH**

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ABSTRACT

Low-cost flats pose many challenges in implementations of any green initiative programmes by the city. Residents in low-cost housing seems to have unique social lifestyle that favors informal activities and social interactions and which is similar to the village. This research aims to investigate formal and informal green initiatives among dwellers in flats at Ashby Road, Ipoh. A case study approach was adopted to achieve the research aim. The research approach uses qualitative method of field observation and semi structured interview to accumulate data on green initiative activities and their impacts to the dwellers. The interview involved 10 residents from 10 blocks of the flats who are involved in green initiative activities. This semi structured interview data were analyzed using a thematic qualitative data analysis. Most dwellers who joined the informal green initiative experienced more impact in their livelihood. Some others joined the activities to fulfil their leisure time as a hobby. Apart of that, the analysis of the study shows that tenants have a lack of awareness in green initiatives, the culture of farming in large spaces and social environment. Nonetheless, the informal green initiatives provide opportunities for residents to socially interact with neighbours, care for the environment and were reported to provide better health for the residents. Thus, the informal green initiatives among dwellers in Ashby Road Flat Ipoh have indeed created a unique green culture among the dwellers. Lastly, this study establishes that there are positive impacts from the informal green initiative.

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In the Name of Allah S.W.T,

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

Place making initiative is a multi faceted approach to planning, design, and public space management. Place making capitalizes on a local community's asset, inspiration, and potential with the intention of public space creation to promote people's wellbeing, health, and happiness.

Inadequate development planning and weak implementation of safety and health norms, as well as unfettered development, has become additional difficulties. become from green space and conducts green activities among Ipoh neighbourhood. Nevertheless, sustainable goal concerned that sustainable balance among social, economy and environmental needs is important for future generations.

Therefore, the Malaysian government has approached green activities in between development through green design and architecture implementation for future development. With support from the United Nations Development Programme (UNDP) and in collaboration with the Economic and Social Council, the Ministry of Housing and Local Government has taken the initiative to undertake the Local Agenda 21 (LA21) Pilot Project.

Local Agenda 21(LA21) at the local level is an initiative that brings together local governments (such as the city of Los Angeles) to form partnerships. District Councils, Municipal Councils, City Councils, and City Halls are all examples of local government.

However, the stakeholders must collaborate with the communities they serve as well as the private sectors to plan and take care of their environment in order to achieve long-term development and a higher quality of life as the standard of living.

The three parties will use LA21 to discover and analyse local issues concernsing sustainable development and then develop and implement action strategies to address Kementerian Perumahan dan Kerajaan Tempatan.