SUMMARY

Urban communities in Malaysia are being developed at a great intensity, due to the nation’s drive towards industrialisation by year 2020. Malaysia’s largest and fastest growing urban population is concentrated in the Klang Valley, where the population growth rate of 6.5 percent per annum is two and a half times the national average growth rate of 2.6 percent (DSM, 2001). It is acknowledged that the unsustainable practices in urban development are the cause of various negative impacts such as floods, landslides and destruction of the natural environment in the Klang Valley.

In Malaysia, sustainable development is evident only in model cities like Putrajaya, the New Federal Administrative Centre, which is highly subsidised by the Government. There are few sustainable initiatives by the public sector or participation from the community and as long as the current practice of urban development continues to be profitable, there will be little incentive for developers and the community to participate in and adopt more sustainable practice.

In an attempt to look at options to reduce unsustainable practice, this paper identifies that there are business strategies for sustainable growth that can be applied to the development of sustainable communities. These business strategies succeed because it creates tangible value for its stakeholders. Creating tangible value for stakeholders encourages participation in the initiatives. A number of business approaches are discussed with a focus on the three pronged strategy developed by the DuPont Corporation based on integrated science, knowledge intensity and productivity improvement. Based on these business models, guiding principles are formulated for application to sustainable community development. Recommendations on the application of these strategies on a pilot project for the local Agenda 21 are suggested.

The objective of the study is to show that if tangible value can be created for stakeholders in community development, then participation in sustainable development can be increased to ensure a ‘win-win’ situation for all stakeholders and the environment.