



# REGENERATIVE IPOH: PIONEERING SUSTAINABLE TOURISM THROUGH THE DOUGHNUT ECONOMICS MODEL

# BACKGROUND AND MOTIVATION



- Capital of Perak, population more than 800,000
- Legacy: tin mining, limestone, culture
- Challenges: post-tin decline, climate change, urbanisation
- Pathway: Perak Sejahtera Plan 2030 + Doughnut Economics
- Tourism as catalyst for green growth

# MOTIVATION IN ACTION



Environmental:  
Protect karst, biodiversity, reduce footprint



Economic:  
Diversify into eco & agro-tourism,  
heritage regeneration



Social:  
Inclusion and community participation

# KEY ACTIVITIES: ECO-TOURISM REVITALISATION



Tasik Cermin (or Mirror Lake):  
Safety upgrades, signage, visitor cap



Gunung Lang:  
15ha wetlands restored, eco-trails



Karst systems:  
Conservation briefings, expert input

# KEY ACTIVITIES: AGRO & HERITAGE



Kampung Tai Lee:  
Farm-to-table tours, organic workshops

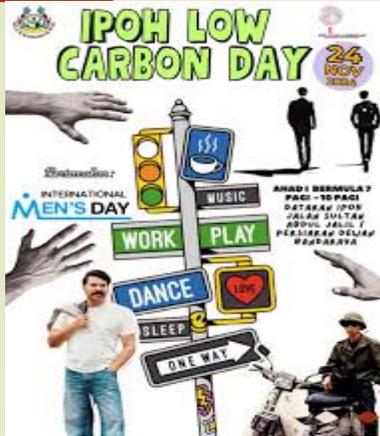


Heritage Integration:  
Eco-heritage tours



Heritage Integration:  
Craft market & story telling

# AWARENESS AND ENGAGEMENT



- 20+ public events: Ipoh Low Carbon Day (formerly known as Car Free Day) youth camps, waste campaigns
- Sustainability toolkits for operators
- 2024 Strategic Communication Workshop with Sunway SCPH

# GLOBAL AND INSTITUTIONAL LINKAGES

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Mainstreaming Doughnut Economics into municipal planning



Host:  
ASEAN Smart Green Cities  
Forum 2025

Global Doughnut Day in schools



Presentations:  
Reset Connect London, DEAL Germany,  
UN-Habitat Mexico

# STAKEHOLDERS

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- Tripartite anchor: Ipoh City Council, Institut Darul Ridzuan, Sunway SCPH
- Communities: Farmers, guides, youth
- Private sector: ESG investments
- Academia: Local & international universities
- Global partners: DEAL, UN-Habitat, ASEAN

# OUTCOMES

- Environmental: Wetland & forest restoration, biodiversity return
- Economic: 80+ jobs, agro-tourism sales +25%, regenerative investment
- Social: 300+ stakeholders engaged, 120 youth trained, heritage identity strengthened

# RECOGNITION AND SUCCESS

- UNESCO Creative City of Music 31 October 2023
- UN-Habitat Scroll of Honour 2024 :  
Ipoh Coughnut Economics Program
- Visitor growth +18% at Tasik Cermin (within limits)
- Agro-tourism income ↑ RM500/month
- 60% of new jobs to youth & women
- Invited: COP28, COP29, WUF Cairo, ASEAN Smart Green Cities



# TESTIMONIALS



“These farming tours give us new livelihoods without leaving our kampung (village).” – Local farmer

“Guiding eco-tours taught me how biodiversity thrives in Ipoh. I’m proud of my city.” – Youth eco-guide



# CLOSING REMARKS

- Ipoh : Reference city for regenerative development in Asia.
- Balancing economy, society, and ecology.
- Proof that cities can thrive within planetary boundaries.

THANK YOU FOR  
YOUR KIND ATTENTION