

# URBAN HIJAU

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ANNUAL REPORT  
2021





# COPYRIGHT

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# DIRECTOR'S STATEMENT

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**7 years ago**, the formation of Urban Hijau had just started.

With a few of us using our permaculture knowledge in an urban setting, we had a simple goal: To prove to ourselves that we could grow wholesome food. To achieve that meant building soil. So we did. Inch by inch square foot by square foot. Today our soil is rich with a multitude of biodiversity.

## **Food Security Malaysia = People Care**

As we continue our journey to bring wholesome nutritious food closer to the urban population we face new challenges. The primary being the cornerstone of ethics in permaculture - people care.

As my fellow partner and friend Muneeb Bin Yousuf often says "take care of the people and then they will take care of the earth and the future. "

This report is an account of our initial steps in people care. During the pandemic, we were able to quickly pivot in a direction that was required and provide food to the locals and food aid to the needy.

Moving towards the next stage, we are developing food growing systems for several communities within Klang and more. This will empower them to grow their own food and then contribute to their own communities.

We look forward to making this happen for many more communities creating health, connection and sustainable livelihoods along the way.



**IRFAN MOHAMED**

Executive Director



# FACING THE PANDEMIC

2021 was in many ways a landmark year for Urban Hijau. As different stakeholders in Malaysian society faced unique challenges, Urban Hijau took a proactive approach to deliver a series of sustainability initiatives to address the concerns.

It marked a new chapter in our evolution from a project of passion to a purpose-driven social enterprise.

We targeted food security assistance and capacity-building programs towards marginalized sectors. These programs were designed to meet not just short-term urgent needs but also empowering skills for building self-sufficiency for affected communities.



As we come to grips with the pandemic and the climate crisis at large, there needs to be more momentum from grassroots actors to ensure the precious ecosystem system in the country is preserved.

Biodiversity, reforestation, waste management and agroforestry are areas in which Urban Hijau is passionately contributing to Malaysia's environmental needs.

We thank all of our partners, fellow farmers, environmentalists, volunteers and customers for their continual support in a difficult period.

# IMPACT IN NUMBERS

Keeping track of the impact we make is essential especially when we want to scale things up and fine tune methods to find the best practices for others to follow. We take pride in the smallest impact we can make accumulating towards abundance.

## 2021 IMPACT



**14,196 KG**

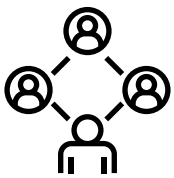
Food waste composted from the neighboring TTDI community



ZERO HUNGER

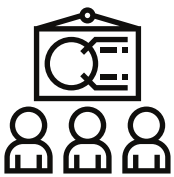
**823 KG**

Organic food aid to over 950 needy families across the KL-Selangor area



**16**

NGO & civil society partners in the execution of food security and sustainability-based programs for the underprivileged



**300+**

Trained public & corporate participants across Malaysia



**1500+**

Facilitated over 1500 community volunteer hours from students, TTDI residents and international visitors

# FAIR SHARE

While we keep growing and sharing our produce, we are open to share our experience so more people can join the sustainable movement.



Earth Matters:  
Why Start a Permaculture Garden



ALBUKHARY INTERNATIONAL UNIVERSITY

AIU Social Business Program Episode 15:  
Interview with Mr. Irfan Mohamed from Urban Hijau



#PlanetPossibleDay:  
Lillygol Sedaghat with Joan Wong & Irfan Mohamed



FreeMalaysiaToday:  
Local urban farms hold key to food security



University of Cyberjaya's Sustainability Committee is organizing a Virtual Farmer's Market



How COVID-19 can Accelerate Malaysia's Circular Economy



Turn empty spaces into urban farms to grow food





# REACHING THE NEEDY

While we keep doing what we do, we always open to connect with relevant organizations as well as individuals to share what we have learnt.



Fresh Talapia given to needy through Carefugees



Green Lifestyle Association helps to spread the fresh vegetables

Weekly delivery of Fresh Vegetables to Psiaku Azwar, Gift Foundation and other partners



Improved Livelihood



Improved Nutrition



Enhanced Biodiversity

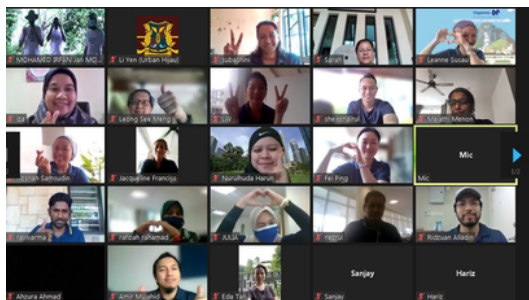
# PEOPLE CARE

Empowering people to work for their livelihood through sustainable activities is essential to move towards Food Secure Malaysia. Besides sharing our fresh produce, we engaged with several communities to take practical steps forward. Below are a few examples:



PSPK Learning Centre for 13 B40 participants, in collaboration with Biji-biji Initiative

Special Visits & Farm Tours

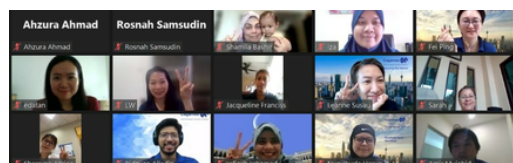


Guerilla Planting Program with our sponsoring organization Cagamas

Food Forest Forum



University of Cyberjaya's Sustainability Committee is organizing a **Virtual Farmer's Market**



Telok Gadong Compost Workshop, GreenHouse & Open Raised Beds



# LOCAL IMPACT

Whatever we do, we all have to make sure the people who are near to us are impacted as well.

Not only do we feed our families, feed our volunteers and interns but we also have a constant engagement with the local community through our Sunday Market on a weekly basis



**Sunday Market**

Weekly YOUR LOCAL URBAN FARM BRINGS

WHOLESALE & FRESH ORGANIC PRODUCE  
BRING YOUR GROCERY BAGS AND COME EARLY  
URBAN HIJAU, JALAN 3/71B, SUNGAI PENCALA  
9:00AM - 12:00PM



We also receive food waste from the local community to compost



Customers walk-in or pre-order to pick up their fresh produce

**Growers Kit**

GET YOUR FIRST HARVEST

Urban Hijau



Customers interested to start their own garden purchase GrowKits, soil or plants.



# GRANTS & SPONSORSHIPS

While we keep doing what we do, we open to connect with relevant organizations as well as individuals to share what we have learnt.



A matching grant following our success in LaunchGood crowdfunding campaign to continue providing Food Aid to the needy while improving our infrastructure



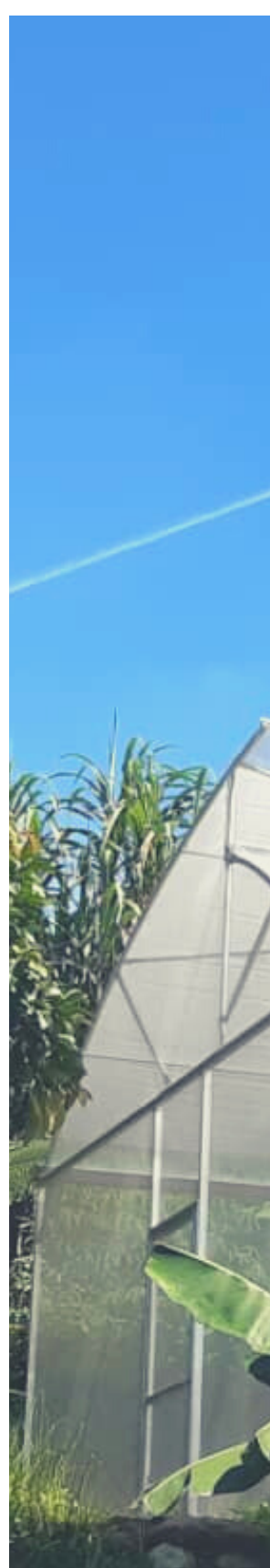
Establishing local community farms to create lasting change and empowering the people with training and letting them be in charge.



A helping hand to the local communities to grow healthy vegetables without worrying about too much rain or pests using appropriate technologies.



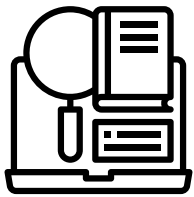
Creating opportunities for the urbanites to become part of the circular economy through integrated scalable solutions and thereby closing the loop towards sustainability.



# FUTURE COLLABORATIONS

With the core vision we are always in the lookout for collaborations with institutions, companies or individuals who can work together with us towards enhanced results.

There are a few areas which we believe are essential to taking further steps towards a better future.



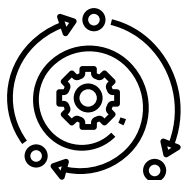
## RESEARCH & DEVELOPMENT

Documenting and publishing the findings of our work in: Urban Farming, Food Security, Waste Management, Sustainable Livelihoods, Biodiversity, Water management among others.



## INTEGRATED COMMUNITY FARMS

Integration of net producing systems is critical to truly sustainable farms in urban communities. We not only help the needy but are always open to work with groups to work with any community.



## IMPACT PROGRAMS

Working with various NGO & civil partners we create customized programs to impact the communities and help them empower themselves towards a sustainable future.

Connect with us:



## URBAN HIJAU

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