

You can give ideas on how to boost wellbeing of communities

KUALA LUMPUR: What new ideas will improve the quality of life in urban environment and homes? If you have a solution and want to see it take shape in reality, submit your ideas at www.meaningfulinnovation.asia/malaysia

Initiated by Philips Malaysia in partnership with Agensi Inovasi Malaysia (AIM) and University Putra Malaysia, the programme is intended to encourage Malaysians to explore ways to improve infrastructure and services, to create safer cities and healthy homes.

With a significant rise in urban population, city dwellers today are faced with a myriad of issues such as increasing crime rates, traffic congestion, accidents and pollution.

Another concern is the increase in non-communicable diseases (NCDs) which are a result of a sedentary lifestyle and unhealthy diets.

Death caused by NCDs is expected to increase by 17 per cent over the next 10 years. An estimated 8.5 million Malaysian have weight problems and 4.4 million are categorised as obese.

"With such pressing problems, it is timely to listen to the needs of the people and engage them to come out with ideas to improve the health and well-being of communities across Malaysia," said Mark Rozario, chief executive officer of AIM at the launch of the programme, here last Thursday.

"AIM always encourages open innovation where ideas are implemented to create wealth and positive social impact."

Under the programme, all submitted ideas will be sifted through by a panel of judges which includes Philips, AIM and UPM. The programme will run for the next six weeks up to Nov 14.

Three ideas from each sub-theme will be shortlisted for public voting from Nov 27 to Dec 10, based on practicality and sustainability.

"The winning idea will become real-world project implemented by Philips Malaysia together with the public and stakeholders," said Philips Malaysia's chief executive officer, Naeem Shahab Khan.