



PENANG BAY IDEAS COMPETITION FAQs

I. About the Penang Bay International Ideas Competition

- **What is the Penang Bay Ideas Competition about?**

The Penang Bay Ideas Competition is a concept with a vision to transform the George Town and Butterworth waterfront assets into a seamless and dynamic space aligned with the United Nations Sustainable Development Goals.

It is an invitation to local and global innovators to generate inspiring ideas and concepts to reimagine the way Penang can leverage its water-based assets in order to drive prosperity while building a resilient city-state. This is a unique opportunity to take part in a milestone project at a critical moment to craft the future of a city.

- **Who can participate?**

The competition is open to all. While professional collaborations and multidisciplinary teams are encouraged, all individuals are welcomed.

- **What are the top ambitions of this project?**

Key to Penang's future is a renewal of its urban core to bring life back into its historical and natural water-based assets. It would enable people and generate capital for investment in a new city form—one where culture, nature, business and technology are symbiotically organised.

The project also works towards the vision for Penang2030 as a transformed state, with increased liveability and quality of life, an upgraded economy with raised household incomes, and an improved and resilient environment. The making of Penang Bay could benefit from the best in innovation and as such we are appealing to the best innovative minds from around the world.

- **Who are the custodians of the competition?**

The competition is organised by the Penang State Government and George Town Conservation and Development Corporation (GT CDC) along with partners—Seberang Perai City Council (MBSP) and Penang Island City Council (MBPP), with Think City as the project delivery partner.

- **How to register?**

Registration is open from August 15, 2020 via the competition website: www.penangbaycompetition.com where a full brief and submission guidelines are detailed

- **Where do applicants submit their entry(ies)? When is the deadline?**

Applicants are invited to submit their entries online via the website: www.penangbaycompetition.com. The submission deadline is October 19, 2020 at 23:59 GMT+8.

Other dates to consider:

- Shortlisted entries announced in conjunction with World Cities Day - October 31, 2020
- Announcement of selected entries and subsequent winners - December 2020; and

- Presentation and exhibition of winning entries on January 2021.

Projects that are not original or have been made public prior to the competition will automatically be excluded from the final selection. Further guidelines are detailed in the competition brief.

- **Will base maps and CAD drawings be available?**

Base cadastral and GIS files will be available for registered participants via www.penangbaycompetition.com.

- **Who is on the judging panel?**

The panel of judges include members of local and global organisations: UN-Habitat, the Aga Khan Trust for Culture, the Malaysian Institute of Planners, International Federation of Landscape Architects (?) and the Penang State Government.

- **What are the judging criteria and how are winners determined?**

Winners are evaluated by the following criteria:

30% — Originality and innovation

30% — Consideration of the relevant SDGs

30% — Economic potential of the proposals

10% — Clarity of ideas

- **Why is there a need for an international competition?**

Launching this competition would offer collaborative opportunities to connect Penang with international talent and audiences, which would be mutually beneficial. It is a chance for Penang to seek and showcase world-class ideas and ways to future-proof cities. By extending an invitation to local and global innovators, it would encourage the generation of ideas, stimulate discussion and engage local and global entities, and other interested parties in the Penang Bay concept.

II. About Penang Bay

1) What is the vision for Penang Bay?

The vision, aligned with Penang 2030, aims to increase liveability and quality of life, an upgraded economy with raised household incomes, and an improved and resilient environment. The key aim of the Penang Bay is to create viability in the area, taking advantage of opportunities enhanced by the nature of the waterfront assets for environmental rehabilitation and inclusiveness, attracting and developing talent, and generating capital for a thriving economy.

The vision for Penang Bay includes innovative ways in which cities can be planned to deliver the SDGs through the collective actions of government, the private sector and civil society. The plan is also to challenge existing ways in leveraging emerging technology and accentuating Penang's unique qualities.

2) What areas are included in Penang Bay?

Spatially Penang Bay is defined by an hourglass-shaped area stretching from the first Penang Bridge in the south, through the Penang Strait to a northern boundary. It encompasses the George Town Waterfront, the Penang Strait and the Butterworth Waterfront.

3) Why is it important for Penang Bay to develop such projects?

A decade-long analysis concludes that the future of Penang rides on a new spatial economy, based on the rehabilitation of its natural core, waterfronts and most connected areas. It needs to build capacities in its economy and urban form to build resilience and future-proof the city.

While a few foundation projects are underway, new innovations and provocations are required to propel ideas further and to rethink the impact of technological and cultural disruptions.

The project also works towards the vision for Penang2030 as a transformed state, with increased liveability and quality of life, an upgraded economy with raised household incomes, and an improved and resilient environment.

4) What are the benefits of the Penang Bay project?

The project works in alignment with the vision for Penang2030 as a transformed state, with increased liveability and quality of life, an upgraded economy with raised household incomes, and an improved and resilient environment.

We hope that the ideas competition will also spark innovative ways in which we can enhance the city-making effort in the state and deal with key issues surrounding climate change, technological disruption, and social transformation.

The outcomes of an attractive, waterfront area with a resilient and thriving environment will further develop the entrepreneurial and creative innovation ecosystems and the tourism sector, while boosting the economy and contributing to the nation's GDP.

5) Where did the idea for the project originate from?

The project stems from alignment with the Penang 2030 vision for 'a family-focused green and smart state that inspires the nation'. Considering the opportunities present in the form of existing natural, built, cultural and economic assets, the project seeks to enhance the success of both the Penang island and mainland, and the prime connecting waterfront.

6) What are the key challenges?

Penang has all the ingredients to prosper, but some challenges remain unsolved. The competition emphasises the need to resolve key issues regarding climate change, technological disruption, and social transformation. Participants of the Penang Bay International Ideas Competition will be judged equally on how well they address these issues.

7) Who are the main partners involved in Penang Bay?

Penang Bay is the shared vision of the Penang State Government and George Town Conservation and Development Corporation (GTCD) along with partners—Seberang Perai City Council and Penang Island City Council. In addition, the vision hopes to see collective action from the private sector and civil society in creating a vibrant, thriving place that is resilient, sustainable, liveable and prosperous.

8) Where does Penang Bay stand in the near future considering the pandemic and need for recovery?

Few cities have yet to fully grasp or are ready for the shifts brought about by the Covid-19 pandemic. Penang as a mid-sized city is using the pandemic downtime to scale up its efforts in preparation of the future. The state also has a multitude of natural, built, cultural and economic advantages that when fully explored, positions it well not only to recover but potentially flourish in a world defined by disruptive tech innovations and new social norms and emerge as a future-proof city with a resilient economic environment.

As part of its recovery strategy, the Penang State Government is asking innovators to help us rethink the future and apply this to reimagine the waterfronts of the island and mainland in a manner that builds social, economic and environmental resilience.

9) How will the project be managed and overseen?

The course of the project takes its cue from the Public-Private-Professional Partnerships (PPPP) model, which acts as one of the key guiding principles.

10) What projects related to the area are currently underway? Which areas are referred to when talking about Penang Bay?

The major projects that are currently in motion consist of Gurney Wharf, the Northern Connector, George Town World Heritage Site Seafront, Jelutong Landfill, Rayston Reclamation and the Butterworth Waterfront. These projects are at varied stages of evolution and different degrees of planning certainty. Participants of the competition should take note of these realities but not be bound by them. More details can be found in the competition brief for further clarification.

11) What role does Penang Bay play in the wider landscape of Asia or in the world?

Penang is now home to a large innovation ecosystem centred around high-tech manufacturing - notably electronics, medical devices and solar technology. The presence of major tech companies—Intel, Osram, Hewlett-Packard, etc.— furthers its potential as the Silicon Valley of the East.

When George Town was listed by UNESCO as a World Heritage Site in 2008, it spawned a surge in tourism with the rejuvenation of the inner city. The reimagining of George Town and Butterworth's waterfronts propels Penang closer to the digital economy of the future while creating new economic zones—ensuring Penang's relevance in the rapidly changing industrial, economic and social landscape of Asia and beyond.

12) What's next after the competition?

After the winners have been finalised, their projects would then be taken into consideration as part of the implementation of the Penang 2030 vision.

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