



SUPPORTS



PRESS RELEASE

Malaysia's First Inclusive Playground in City of Elmina

- *Sime Darby Property and UNICEF launch Malaysia's first Inclusive Playground at the City of Elmina in conjunction with Zero Discrimination Day*
- *Property developers and town councils can build inclusive, safe and child friendly spaces using the UNICEF Inclusive Playground Best Business Practice Circular and Guidance Toolkit*

SHAH ALAM, 2 MARCH 2022 – Sime Darby Property Berhad (“Sime Darby Property”) in partnership with UNICEF today launched Malaysia’s first Inclusive Playground in conjunction with Zero Discrimination Day.

The Inclusive Playground in Sime Darby Property’s award-winning township of the City of Elmina was designed in collaboration with critical end-users such as children with and without disabilities, parents, grandparents, and technical specialists, namely Organisations of Persons with Disabilities, Early Intervention Practitioners and Educators.

With approval and support from the Shah Alam City Council (“MBSA”) the playground demonstrates the application of Universal Design Principles and the Malaysian Standard 1184 in the creation of public spaces. Construction of the Inclusive Playground commenced in February 2020 in compliance with MBSA’s stringent requirements in relation to material durability, maintenance methods and public acceptance.

As part of this innovative collaboration, a Best Business Practice Circular and Guidance Toolkit was released during the launch to inspire other property developers and city councils to build inclusive, safe and child friendly spaces, including playgrounds.

The playground is equipped with ramps, as well as spinners and swings that are designed for children with different capabilities. Children can enjoy sensory poles to experience different textures and improve their steadiness on balancing logs and steppingstone slabs.

The Inclusive Playground together with the Best Business Practice Circular and Guidance Toolkit is the result of a Memorandum of Understanding (“MoU”) signed between UNICEF and Sime Darby Property in 2018.

Contributor to the design of the Inclusive Playground and wheelchair user, 16-year-old Izdihar Janna Adzly, Youth Disability Advocate said: “I like going to the Inclusive Playground because I can play with my friends. When I play with my friends without disabilities, I don’t feel left out. Outside, with my friends is where I feel most alive. Play is my life!”

UNICEF Representative in Malaysia and Special Representative to Brunei Darussalam, Dr. Rashed Mustafa Sarwar said: “Today Sime Darby Property and Shah Alam City Council have proven their commitment to uphold children’s rights and inclusion. Children with and without disabilities can play together as equals at the Inclusive Playground. It is through strategic partnerships that we will abolish exclusion and discrimination at all levels of society. Malaysia will become truly inclusive.”

Sime Darby Property’s Group Managing Director, Dato’ Azmir Merican said: “We are a strong proponent for every child to be given equal right to play and enjoy the outdoors, and this Inclusive Playground will enable that. Children’s developmental needs are important when designing townships and inclusivity is a key element in sustainable communities. This partnership combines our strengths in property development and upholding children’s rights, highlighting the added value of designing and building for all.”

-END OF PRESS RELEASE-

Note to Editors

The Inclusive Playground at the City of Elmina is open to the public every day between 7am to 10pm.

The Inclusive Playground Best Business Practice Circular and Guidance Toolkit can be downloaded here: <https://www.unicef.org/malaysia/inclusive-playgrounds>

UNICEF works with the private sector to embed child rights principles across their operations and activities. The private sector has a responsibility to ensure that its business operations promote and protect the rights of children. Children are affected by how businesses treat their parents, operates its facilities, develops and markets its products, provides its services, and exerts its influence on economic and social development.

Zero Discrimination Day

Zero Discrimination Day, observed annually on 1 March, celebrate the right of everyone to live a full and productive life—and live it with dignity. This Day of Action by UNAIDS offers an opportunity to celebrate diversity, say no to discrimination and promote tolerance.

Discrimination refers to any act or behaviour that has the intention or effect of impairing the enjoyment of fundamental human rights by all people on an equal footing. The right to non-discrimination implies that people are treated with respect for their human dignity, autonomy, privacy and confidentiality, and that their freedom from coercion and abuse is guaranteed on an equal basis.

Children with disabilities in Malaysia and around the world are some of the most discriminated against people in our society. They are consistently: ignored in national legislation and policies; excluded from basic health, education and protection services; subjected to negative public attitudes and stigma; and expected to overcome multiple inaccessible public and private spaces.

About UNICEF

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. Across 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work for children visit www.unicef.org. Follow UNICEF on [Twitter](#) and [Facebook](#)

About Sime Darby Property Berhad

Sime Darby Property is a leading property developer with a strong success rate of developing sustainable communities for 50 years. With 25 active townships/developments, Sime Darby Property has a wide reach that encompasses assets and operations across the country. It marks its presence in the UK as part of a Malaysian consortium to develop the iconic Battersea Power Station Project in central London.

As a responsible corporate player, Sime Darby Property and its philanthropic arm, Yayasan Sime Darby (YSD) actively implement various initiatives to assist underprivileged communities living within and nearby its townships. A multi

award-winning property group with numerous international and local accolades, Sime Darby Property is a constituent of the MSCI ACWI Small Cap Index with MSCI ESG Rating of BBB and is rated by the Carbon Disclosure Project.

Sime Darby Property is honoured to be recognised with numerous real estate industry awards throughout the years. In 2021, the Group continues to be recognised as a top property developer in 'The Edge Malaysia's Top Property Developers Awards', achieving the feat for the tenth year running. The Group was also named as 'EdgeProp Malaysia's Responsible Developer: Building Sustainable Development Award 2021', as well as the winner in PwC's 'Building Trust Awards 2021' under the FBM Mid 70 Index category. For more information, log on to www.simedarbyproperty.com.

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