

# Way Forward in Embracing Environmental Responsibility by Embedding Studio Project: INDUSTRY AND NGOS COLLABORATION

## ABSTRACT

Nurturing the graduates on social responsibility is part of the MQF 2.0 as it requires functional work skills focusing on teamwork, leadership and autonomy skills. Immersive learning like experiential learning includes students' involvement in organising the project by adopting the real world issue. The subject Planning Studio 3 embedded one of the projects as social responsibility with course learning outcome; the Ability to demonstrate positive values in teamwork and good relationship with team members in achieving the project's objective. The project with an allocation of 5% marks is the instrument to measure this CLO. The students had initiated Beach Cleaning at Gazumbo Island next to Penang bridge. The manmade island formed during the construction of Penang Bridge will be gazetted as Middle Bank Marine Sanctuary by the State government. The rubbish-filled on this island due to waste washed up on the island. The collaborative project with PERDASAMA, Council Member of MBPP, Penang Youth Development Corporation (PYDC), Penang Sailing Association and 3rd Year Students of Urban and Regional Planning at the School of Housing, Building and Planning, USM. The series of discussions with the identified stakeholders nurture the students on teamwork, leadership and autonomy skills. The efforts and contributions from this collaboration have established great networking and awareness of saving the environment. This voluntary work and collaboration with industry and NGOs embraced the University's Social Responsibility initiative and functional work skill sets. Emotional intelligence is equally important as IQ for professional Town Planner graduates. The recognition is documented by media RTM and also USM media news.



### Objectives

Demonstrate positive values in teamwork and good relationship with team members in achieving the objective of the project.

To embrace the social and environmental responsibilities among the students on real world issue.

Practice ethical standards and professionalism in project management.

To establish the networking with identified stakeholders and collaborate with the stakeholders.

### Added Values

- Establish a great networking with identified stakeholders for future collaboration projects.
- Visibility of the programme and university as documented in news and media.
- Nurturing EQ among the students to prepare balanced graduates.
- Train the young talent to work professionally.

### Usefulness



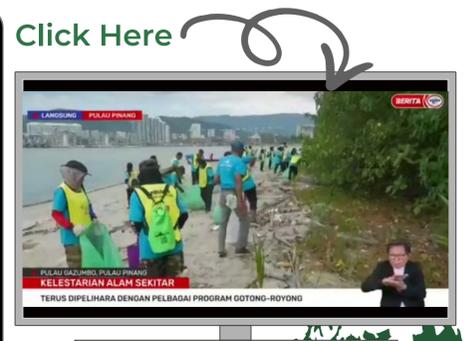
- The effective program to improve EQ among the students.
- Embracing teamwork and leadership skills by embedding in studio project.
- Platform to bridge the university students with outside world.
- Cost effective as the collaborative project is funded by all parties.

### Commercialization Potential

A model for Immersive learning (face to face 100%) Project that can be replicated.

### Recognition

- The project was documented by media RTM and also USM media news.
- The CLO attainment for this project is grade A for course learning outcome (teamwork).



### Online Discussion with the Collaborators

