



Green Technology: Government Initiatives Towards Carbon Reduction

Sustainability Malaysia 2010

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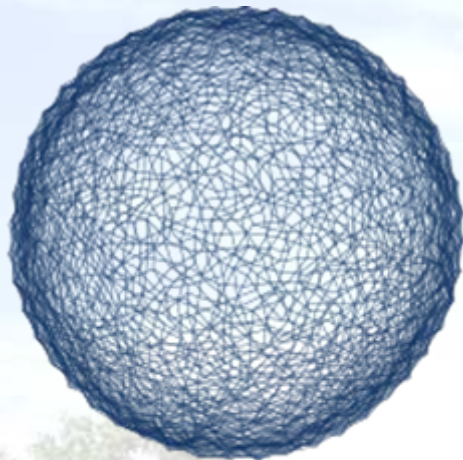
GREEN TECHNOLOGY SECTOR

MINISTRY OF ENERGY, GREEN TECHNOLOGY AND WATER

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- What the Government Thinks
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- Challenges
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United Nations Climate Change Conference 2009, Copenhagen

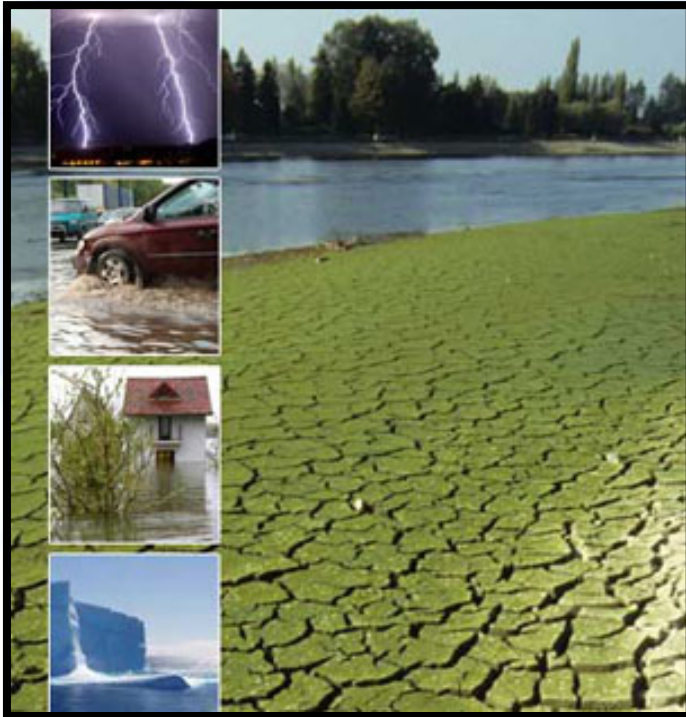


**COP15
COPENHAGEN**
UN CLIMATE CHANGE CONFERENCE 2009



To reduce carbon emission by 40% in terms of emission intensity of GDP (Gross Domestic Product) by 2020 compared with its 2005 levels

The Impact of Climate Change



- Climate related catastrophes (cyclones, drought, floods);
- Scarcity of resources;
- Vulnerable group (poor) will face difficulties in adapting;
- Economic recession; and
- Health problems (vector- borne diseases, cardiovascular and respiratory diseases).

What The Government Thinks



- Failure to incorporate climate change mitigation and adaptation into development policy has a great potential to undermine future economic growth; and
- The degree to which climate change will intensify depends on the development trajectory (low carbon development OR business as usual (BAU) high emissions scenario).



What The Government Thinks

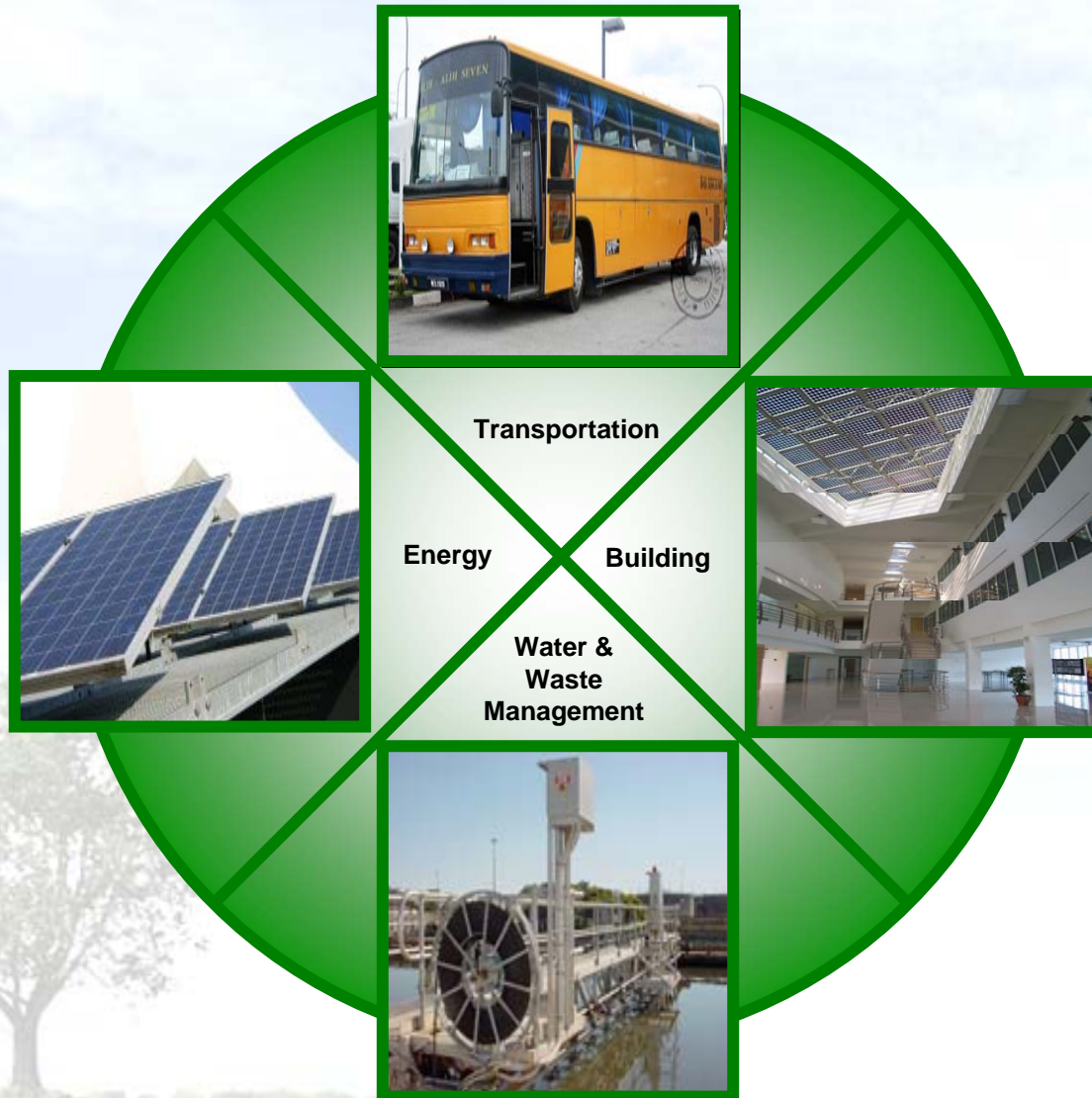


- Encourage win-win policy initiatives that can yield co-benefits;
- Mitigation and Adaptation efforts





Government Initiatives





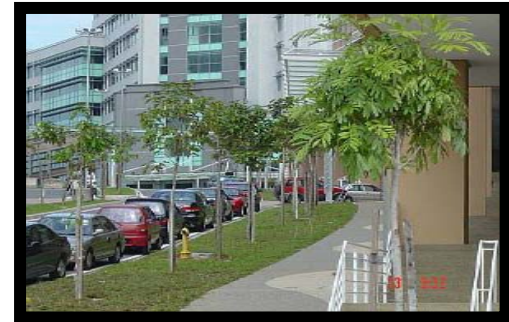
MINISTRY OF ENERGY, GREEN TECHNOLOGY AND WATER (KeTTHA)



Low Energy Office (LEO)

Ministry of Energy, Green
Technology and Water
(KeTTHA), Putrajaya

In April 2009, the
Ministry of Energy,
Green Technology and
Water was established in
a cabinet reshuffle to
replace the Ministry of
Energy, Water and
Communications.





Government Initiatives



NATIONAL GREEN TECHNOLOGY POLICY

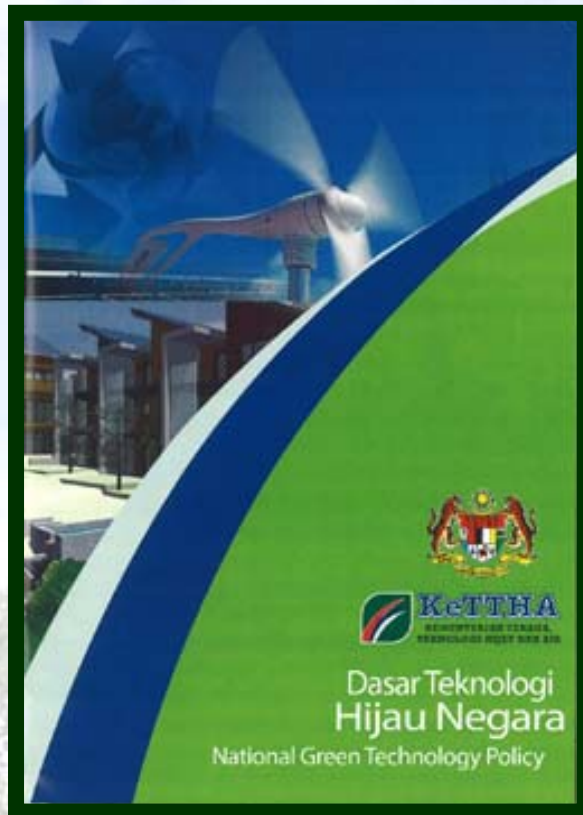


The National Green Technology Policy was launched by the Honorable Prime Minister of Malaysia on 24 July 2009.



Government Initiatives

NATIONAL GREEN TECHNOLOGY POLICY

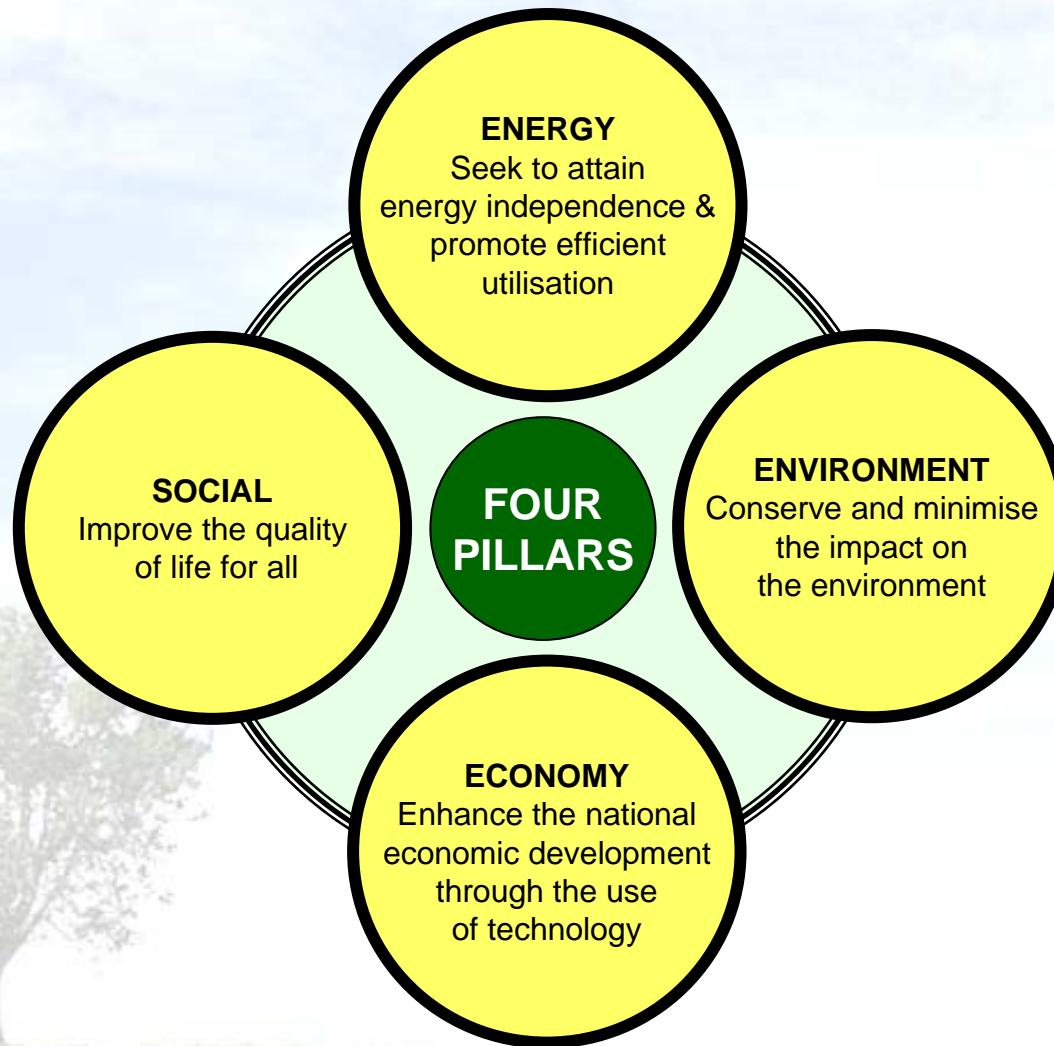


Policy Statement

Green Technology shall be a driver to accelerate the national economy and promote sustainable development.



NATIONAL GREEN TECHNOLOGY POLICY





Government Initiatives



NATIONAL GREEN TECHNOLOGY POLICY

- To reduce the energy usage rate and at the same time increase economic growth
- To facilitate the growth of the green technology industry and enhance its contribution to the national economy
- To increase national capability and capacity for innovation in green technology development and enhance Malaysia's competitiveness in green technology in the global arena
- To ensure sustainable development and conserve the environment for future generations
- To enhance public education and awareness on green technology and encourage its widespread use



STRATEGIC THRUSTS

1. Strengthen The Institutional Frameworks
2. Provide A Conducive Environment For Green Technology Development
3. Intensify Human Capital Development In Green Technology
4. Intensify Green Technology Research And Innovations
5. Promotion And Public Awareness



Government Initiatives

NATIONAL GREEN TECHNOLOGY COUNCIL

- To have high level coordination among Ministries, Agencies, the private sector and all other stakeholders
- The council is chaired by the Honorable Prime Minister of Malaysia
- The council is supported by a Steering Committee and five (5) working groups on Industrial Development, Innovation and R&D, Human Capital Development, Promotion and Education, and Transportation
- The first meeting was held on 26 January 2010



MALAYSIAN GREEN TECHNOLOGY CORPORATION



- Restructuring from National Energy Centre to Malaysian Green Technology Corporation (GreenTech Malaysia)
- To enhance the position of the Malaysian Green Technology Corporation to become a Focal Point for Green Technology Development in the country

Green Energy Office (GEO)

**Malaysian Green Technology
Corporation, Bangi**



Government Initiatives

GREEN TECHNOLOGY FINANCING SCHEME (GTFS)

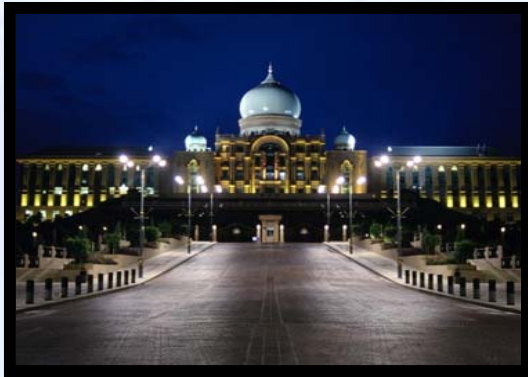
- RM1.5 billion soft loan
- Up to RM50.0 million for producers and RM10.0 million for users of green technology
- 2% interest subsidy by the government
- 60% government guarantee
- 140 companies are expected to benefit from the scheme
- GreenTech Malaysia to administrator all applications
- Effective in January 2010



Government Initiatives



GREEN TOWNSHIP IN PUTRAJAYA AND CYBERJAYA



Its objective is to develop Putrajaya and Cyberjaya as pioneer townships in green technology, as a showcase for the development of other townships in the country.



Key Goals 2010: Green Township

Developing
Green
Township
Guidelines

10% savings in
energy & water
in all
government
buildings

Developing
Green
Rating
System

Carbon Footprint
Baseline for
Putrajaya &
Cyberjaya

Government Initiatives

GREEN PROCUREMENT AND ECO LABELING



- KeTTHA is working with the Ministry of Finance (MoF) to develop a mechanism for Green Procurement to be implemented in government agencies.
- KeTTHA is working with the Standards and Industrial Research Institute of Malaysia (SIRIM) to develop standards, certifications and labeling mechanisms including green procurement manuals and procedure to enable government and private sector to embark on green purchasing.

Examples of Eco-Labeling:



EU



Canada



Korea



Australia



Hong Kong



Government Initiatives



ELECTRIC VEHICLES



KeTTHA is working with the Ministry of Transport and the Ministry of International Trade and Industry to develop the infrastructure roadmap for the use of electric vehicles in Malaysia.





INTEGRATION OF GREEN TOPICS

- Facilitate the development and integration of green topics/courses into the national education syllabus and institutes of higher learning both public and private (IPTA and IPTS)
- In collaboration with other Ministries and Agencies:
 - Ministry of Education
 - Ministry of Higher Education



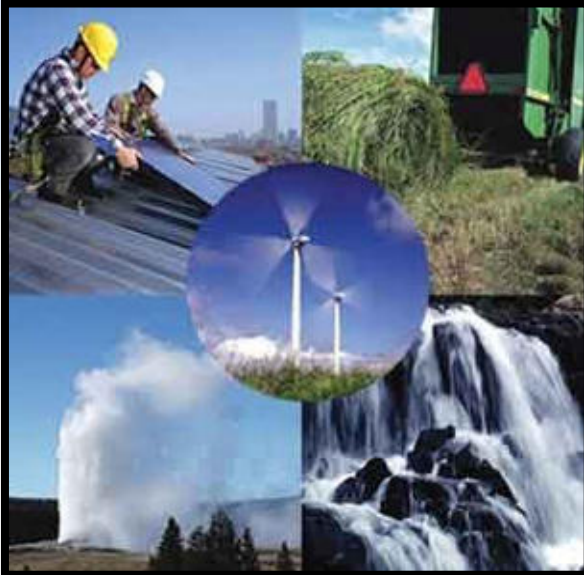


Government Initiatives

CREATION OF GREEN JOBS

Green jobs are positions that contribute substantially to preserving or restoring environmental quality.

-ILO 2008



The government is working with several government agencies to integrate green topics into curriculum of skills training institutes namely:

- Ministry of Human Resources;
- Ministry of Youth & Sports;
- Ministry of Tourism (Eco-tourism); and
- Ministry of Rural and National Development.

Government Initiatives

INTERNATIONAL GREENTECH AND ECO PRODUCTS EXHIBITION AND CONFERENCE MALAYSIA (IGEM) 2010



Date

14 - 17 October 2010

Venue

Kuala Lumpur
Convention Center



- Exhibition
- Conference/Seminar
- Cooperation between local and foreign universities
- Workshops
- Documentaries / Videos
- *Business Matching Sessions*
- *Business Networking*



Challenges

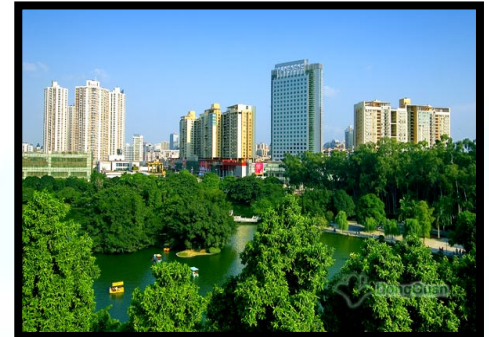


- Changing mindset, attitude and habits of the public;
- Lack of knowledge and expertise among professionals and regulators in green technology;
- Duplication of tasks and jurisdictional implications; and
- Political will.





- Incorporate green growth policy and low carbon development;
- Introduction of green tax, reducing environmentally harmful subsidies;
- Intensify education, promotion and publicity in green technology;
- Inculcating green living; and
- Regulations and legislations in place to support enforcement activities.



THE END



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THANK YOU!