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ENERGISING THE NEXT GENERATION

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LEAVING lights and fans on in empty rooms, keeping devices plugged in long after they've charged and blasting the air conditioning all day are just a few of the everyday habits that, when left unchecked, quietly drive up energy consumption and waste.

Over time, these habits take a toll not only on household finances but also on the environment.

It is precisely this gap between awareness and action that Tenaga Nasional Bhd (TNB), in collaboration with Star Media Group Bhd (SMG), addresses by continuing to engage students through the Powering The Future school activation programme.

Now entering its fourth year, Powering The Future 4.0 (PTF 4.0) has returned for another instalment, covering 30 primary and secondary schools across Selangor, Putrajaya, Perak and Melaka.

On June 22, the Selangor leg kicked off at SMK Munshi Abdullah in Sungai Air Tawar, Sabak Bernam, with 73 students, comprising pupils from Form 2 and Form 4, participating in the state's launch event.

TNB's Retail Division general manager (retail and stakeholders - Selangor) Mahamad Farizan Mahamad officiated the launch event. Also present were Selangor State Education Department (JPN Selangor) student talent development unit assistant director Ahmad Faiz Ismail, TNB customer communication and stakeholder liaison head Lee Lim Bee Yoke, SMG Brand Studio senior general

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Representatives from TNB and SMG, together with teachers and students of SMK Munshi Abdullah, commemorating the start of the Powering The Future 4.0 programme. (Right) Mahamad Farizan giving the students some handy tips during their hands-on activities. — ART CHEN/The Star



manager Elicia Wee and SMK Munshi Abdullah principal Iskandar Muriani.

Cultivating energy-literate youth

At its core, PTF 4.0 seeks to equip students with a deeper understanding of their role in protecting the environment and conserving energy – not just as a classroom exercise, but as a set of habits they carry home with them.

Through a series of interactive activities and hands-on modules, students are introduced to key concepts spanning energy conservation, renewable energy sources, sustainable practices and efficient daily habits.

The sessions are designed to go beyond textbook knowledge, engaging participants in ways that make the subject matter relevant to their everyday lives,

while also sparking an interest in STEM as a pathway to addressing the energy challenges of tomorrow.

Mahamad Farizan said the programme reflects the kind of meaningful collaboration that yields lasting impact.

"PTF 4.0 is an initiative aimed at raising energy literacy in the community – encompassing energy efficiency, energy safety and environmental sustainability," he said during the launch.

"As the country moves towards a more sustainable future through the development of renewable energy and more efficient technologies, these values need to be instilled from a young age.

"Programmes like this play an important role in shaping a generation that is not only energy-savvy but sensitive to sustainability issues."

He added that students, as the

nation's youth, have a tangible role to play, even through small, consistent actions.

"Simple habits like switching off appliances when not in use can make a significant difference when practised consistently.

"With the new knowledge and experiences gained, we hope PTF 4.0 can inspire the students to become agents of change and the nation's energy ambassadors in their own homes and communities.

"Energy plays a crucial role in our everyday lives and we need to understand how to use it wisely and responsibly."

Ahmad Faiz added that the programme, as part of the Malaysia Energy Literacy Programme (MELP), complements broader efforts to nurture well-rounded students.

"Energy literacy is something we want our students to carry beyond the classroom," he said.

"Initiatives like this help reinforce the values of responsibility and sustainability that we are already working to instil through education."

Meanwhile, Iskandar welcomed the initiative, expressing pride that his school was selected as the official launch venue for the state.

He also urged his students to make the most of the opportunity before them.

"Seize this chance, take advantage of it and gain as much knowledge as possible so that it will not only increase your potential for excellence, but at the same time, provide you with the exposure to build and foster a more sustainable future."

Powering The Future

The programme has come a long way since its inaugural edition in 2023, when it launched in the Klang Valley and reached 890 primary and secondary school students across 10 schools.

The second edition expanded to the west coast across Selangor, Negri Sembilan, Perak, Melaka, Johor and Penang, growing to 4,545 students and 60 schools.

Meanwhile, the third edition took the initiative further afield to the east and north, covering 3,248 students and 40 schools across Pahang, Terengganu, Kelantan, Kedah and Perlis.

Now, with PTF 4.0 underway in Selangor, the programme will continue its rollout across Putrajaya, Perak and Melaka in the months ahead.