

Headline	TNB drums up energy efficiency efforts		
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# TNB drums up energy efficiency efforts

*More efficient energy usage is possible with a change in energy consumption behaviour, which possibly necessitates a mindset shift, says Roslan*

TENAGA Nasional Bhd (TNB) is launching a campaign aiming to promote energy efficiency with the intention to remind and educate Malaysians on the significance of environmental sustainability through power saving.

The larger purpose of the campaign is to steer transformation towards a future energy ecosystem that delivers a balance between environmental sustainability, secure and reliable energy supply, and optimal economic development.

This message is especially important as temperatures soar. Rising temperatures in the last month has led to increased energy usage as folks ramp up the use of air conditioners, fans or coolers. This will naturally result in higher consumption.

"Given the increasing demand for energy at this time, and even globally, we believe more efficient energy usage is possible with a change in energy consumption behaviour — which possibly necessitates a mindset shift," said TNB chief corporate officer Datuk Wira Roslan Ab Rahman.

Disparity exists in the adoption of energy-saving behavioural patterns among Malaysians and in other parts of the world.

Findings indicate that Malaysians are more apathetic towards the conservation of power. Malaysian scores pale in comparison to certain Western countries like Norway, Switzerland and Sweden, according to the World Economic Forum report entitled "Fostering Effective Energy Transition 2018".

The study shows that mindfulness of energy efficiency and adoption of power conserving methods — plus readiness for transition for a secure, sustainable, affordable and reliable energy future — is approximately 15% higher in these countries, allowing the economies to make strategic energy investments committed towards environmental stewardship.

Current energy consumption patterns and associated environmental pressures have ignited the Malaysian government's concerns regarding energy conservation.

Energy, Science, Technology, Environment and Climate Change Minister Yeo Bee Yin said a regulatory framework, called the Energy Efficiency and Conservation Act (EECA), will be put in place to renew the National Energy Efficiency Action Plan. It is set out to achieve 8% energy efficiency by 2020.

In efforts to set the tone, the ministry has committed to retrofitting 50 government



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PH: BY ARI ADRIANS



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PH: BY HUSSEIN SHAHARUDDIN

buildings with energy-efficient (EE) LED lightings and high EE value appliances. There is an expectation that this will lead to savings of RM47 billion over 15 years.

"We are at an interesting and important juncture of EE evolution in the country. As the energy industry continues to evolve, TNB has become increasingly aware of the need to meet the global energy challenge and support the transition towards a low-carbon economy.

"With TNB having the ability to play a significant role in much of the ongoing change, it takes upon itself the responsibility to balance this shift, although no single government, industry or institution can address the challenges alone," said TNB chief strategy and regulatory officer Datuk Fazlur Rahman Zainuddin.

Having contributed to the nation's development, TNB intends to enhance its

capabilities and stay abreast of the transition towards a low-carbon economy by promoting renewable energy generation, embracing new technologies throughout the operations and empowering customers to make better use of their power usage through energy efficiency.

"Energy is at the heart of modern economic prosperity. Energy efficiency is believed to be the first leg of a sustainable global energy ecosystem and, as most things, this too begins at home.

"I believe it could be the first step towards mitigation of climate change, better energy security, growing green economies and delivering solid environmental benefits," he said.

At this juncture, TNB is stressing on the importance of energy efficiency to its 9.1 million customers.

It has introduced product innovations in energy technology, including smart meters Maevi and GSPARX, to Malaysian households. It recognises these technologies as the first big step of empowering customers towards the sustainable energy industry of the future, beyond instilling environmental consciousness into the minds of Malaysians.

The company also actively adopts efficient technologies and ensures that even the older plants are properly maintained and, where possible, upgraded to maintain their efficiency.

As an example, the company decommissioned inefficient and ageing combined cycle gas turbine (CCGT) plants and replaced them with cutting-edge CCGT technologies, enabling the plants to achieve a generation efficiency of up to 60%.

Additionally, six of TNB's distribution buildings were selected as models of EE buildings in the country.

Under the Asean Energy Awards, Wisma TNB Jalan Timur was awarded first runner-up under the Energy Management for Buildings and Industries Awards in the Large Building Category for demonstrating excellence, creativity, practicality and dedication in the field of energy efficiency. With this initiative, TNB managed to reduce up to 6% of energy consumption in the building.

According to Roslan, TNB believes that small steps will bring about eventual mileage.

"Sustainability lies at the core of all that we do. It is embedded in our company policies and inextricably linked with our business strategy and decisions.

"Our mission is to continue contributing to the nation's development by providing Malaysia with safe, secure and reliable energy. Having said this, we anchor our operations on an identified strategy — embracing green initiatives throughout our business — from managing our own carbon footprint, to providing clean energy products and services to customers," he said.