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Sustainable technology and innovation, the way forward

The Star, Malaysia



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It gives me great pleasure to share my thoughts for the Star Media Group (SMG)'s ESG Pullout special bumper edition.

As ESG Positive Impact Award moves into its second year, this year's edition will be focusing on two crucial aspects: sustainable technology and innovation.

Over the last 12 months, we have witnessed a rising number of unprecedented environmental challenges occurring around the world and therefore, the need for sustainable solutions has never been more urgent.

The commitment to sustainability is not just about addressing current environmental concerns. It is also a call for us to seek a viable

future for future generations.

That is why for this year, we have zeroed in on sustainable technologies and innovation as key drivers in our quest to protect and preserve our natural resources.

The integration and synergy between these two factors will lead to groundbreaking solutions, reduce our environmental footprint, enhance our resources efficiently and propel us towards a greener and more sustainable future.

I would like to commend SMG for their proactive approach and dedication in contributing to Malaysia's sustainability agenda. Their efforts to raise awareness and inspire action through their media channels are truly commendable.

For example, the historic launch of Asia's first ESG Positive Impact Consortium in June 2024 between SMG and two of its media counterparts truly underscores the unwavering commitment of this strategic cross-border partnership in advancing its ESG awareness across the region's business ecosystems.

Malaysia remains committed to achieve our sustainable development goals and we have always prioritised the integration of sustainable practices for all sectors of the economy. From promoting

renewable energy sources to supporting green technologies, we are taking concerted efforts to create an enabling environment for sustainable development.

In supporting the government's ambition in achieving net-zero greenhouse gas (GHG) emissions by 2050, we are focused on:

- > Establishing a comprehensive policy framework to ensure a healthy, clean, safe and productive environment and change to achieve sustainable development;
- > Being responsible for ensuring the country's interests in environmental issues, including regional and universal climate change; and
- > Driving the growth of green technology through innovation and increasing its contribution to the country's economy and the well-being of the people.

To realise this, the Malaysian Green Technology and Climate Change Corporation (MGTC), an agency under our Ministry, has been mandated to drive the country's green economy growth, climate change mitigation initiatives and inculcate a green lifestyle among the rakyat.

Serving as the catalyst for green economic growth, the

agency oversees three national policies:

- > The National Green Technology Policy (NGTP) – To accelerate green economy growth via green product and services expansion programmes such as the MyHIAU Mark Certification Programme, Green Technology Financing Scheme (GTFS), Green Technology Investment Tax Exemption (GITE), as well as training and human capital development schemes.
- > The National Climate Change Policy (NCCP) – To advance climate change mitigation actions such as advocating energy efficiency and renewable energy, low carbon urban programmes and low carbon mobility.
- > The Green Technology Master Plan (GTMP) – To inculcate a responsible green lifestyle through awareness programmes in fostering public and private sector collaborations such as global-scale platforms like the International Greentech & Eco Products Exhibition and Conference Malaysia (IGEM).

These initiatives aim to achieve the goals set based on the Nationally Determined

Contributions (NDC), which is to reduce GHG emissions by 45% in the year 2030, increase the country's GDP of RM100bil from green technology investment and create 230,000 green job opportunities.

Looking ahead, I believe that the integration of sustainable technology and innovation will be a game-changer for our country. Apart from addressing environmental issues, it will also create new economic opportunities and further enhance our global competitiveness.

As we embark on this journey together, I urge all Malaysians to embrace sustainable practices in their daily lives and to support initiatives that promote environmental stewardship.

We are also grateful for the role SMG has played in raising awareness, fostering collaboration and influencing positive change to realise a sustainable future.

I would like to conclude by taking this opportunity to acknowledge and congratulate all the winners of the ESG Positive Impact Awards 2023.

Your sterling commitment as Malaysia's rising local businesses and ESG changemakers in advocating positive changes across the industries truly deserved to be recognised. I hope the Awards will serve as a powerful motivator and inspire others to follow suit.

The path towards a sustainable future requires a collaborative effort. This pullout exemplifies the power of collaboration between media, businesses, and the government.

I am confident that the insights shared within these pages will contribute significantly to Malaysia's journey towards environmental sustainability.