

30 MAY, 2025

# EDUCATING YOUTH, ENERGISING THE FUTURE



The Star, Malaysia



(Seated in the fourth row) Tenaga Nasional Bhd and Star Media Group representatives with SMK Indera Shahbandar principal Jama Mat Yunus (fifth from the left) at the 'Powering The Future 3.0' school activation programme launch in Pekan, Pahang on May 7. — Photos by FAIHAN GHANI/The Star

## EDUCATING YOUTH, ENERGISING THE FUTURE

By MARK RYAN RAJ  
mark.ryan@thestar.com.my

TNB's 'Powering The Future 3.0' school activation programme kicks off in Pahang

ARE lights left gleaming in empty rooms? Do devices remain plugged in long after they are charged?

These are just a couple of the wasteful and habitual behaviours that many still practise today, despite the widespread shift to sustainable narratives that have become prevalent in recent years.

This pervasive misuse of energy has long-term implications on the environment and society, which is why Tenaga Nasional Bhd (TNB), in collaboration with Star Media Group Bhd (SMG), is taking proactive steps to educate the next generation to cultivate energy-efficient habits.

In response, the national utility provider is reigniting the "Powering The Future" school activation programme for its third year.

It was originally launched in the Klang Valley in 2023, covering 10 schools and benefiting 890 students.

The second edition saw the programme expand to the West Coast, reaching 4,545 students across 60 schools.

This year, it will head to the East Coast – covering Pahang, Kelantan and Terengganu – and further north to Kedah and Perlis, reaching a total of 40 schools across five states.

**Powering The Future 3.0**

Kicking off in Pahang, this year's programme will highlight and promote energy efficiency through hands-on learning modules, utilising techniques like gamification to cultivate an interactive experience for all students who take part.

The official launch was held at Sekolah Menengah Kebangsaan (SMK) Indera Shahbandar in Pekan on May 7, with 93 Form Three students participating in the opening programme.

Powering The Future 3.0 (PTF 3.0) will feature different activities tailored to primary and secondary school students.

Primary students will take part in new activities, including a recently introduced renewable energy (RE) model kit-building

exercise aimed at cultivating energy-efficient habits from a young age. They will be tasked with assembling hydro, solar, wind and hand generator model kits in groups.

In secondary schools, the programme will engage students with critical thinking exercises, promoting energy-efficient practices and smart power management through real-world home scenario simulations.

Students will also be introduced to the United Nations' Sustainable Development Goals (UNSDGs), equipping them with the knowledge and context needed to support a sustainable future.

Additionally, all participating students will receive a free one-year subscription to The Star's e-Paper. This initiative aims to encourage active reading and improve English literacy while reinforcing energy conservation awareness.

The other nine participating schools in Pahang are Sekolah Kebangsaan (SK) Teruntum, SK Seri Biram, SK Langgar, SK Batu Tiga, SK Tanjung Batu, SMK Nenasi, SMK Seri Pekan, SMK Paloh Hinai and SMK Tok Sera.

**Nurturing sustainability warriors**

TNB, in partnership with SMG and M.A.D Movement, collaborated to develop engaging activities for the PTF 3.0 programme.

The aim is to expose students to a deeper understanding of the energy sector, the current energy generation process and the need to transition to renewable energy through carefully curated and customised workshops.

This programme seeks to bridge the gap between the younger generation and the world of energy and sustainability, educating them on the importance of using energy efficiently and practising sustainability through an interactive, engaging, and youth-friendly approach.

As the Malay proverb goes, "melenjur buluh biarlah dari rebungnya" (it is easier to shape



PTF 3.0 continues to promote energy efficiency through hands-on learning modules including gamification to cultivate an interactive experience for students.



A total of 93 Form Three students from SMK Indera Shahbandar participated in the opening programme.

youth while they are young), and TNB hopes the students will better understand how each of our actions – big or small – can bring about major changes to the environment.

Through the PTF 3.0 programme, participants can aspire to be youth ambassadors in bringing about positive change for a more sustainable future by inspiring change among their families and local communities.

Meanwhile, SMK Indera Shahbandar principal Jama Mat Yunus expressed his gratitude to TNB and SMG for forming this

synergetic partnership to promote energy literacy.

"This programme is an excellent platform to educate and nurture a society that is more environmentally conscious.

"We hope it will be a catalyst for the development of our youth, not only as students but ultimately as members of a society we aim to shape for the future," he said.

"Hopefully, the students sitting before me today will be able to bring about change in our school community and go on to become energy champions

of the future who will contribute to the nation's well-being."

After Pahang, PTF 3.0 will move on to Kelantan and Terengganu in June, covering 10 schools in each state.

The programme will then expand to Kedah and Perlis in July, covering 10 schools in total.

