

31 OCT, 2025

IGNITING A NATIONAL SPARK

The Star, Malaysia



TNB and SMG representatives posing with the students of SK Dato Wan Ahmad during the 'Powering The Future 3.0' programme launch in Perlis. — LIM BENG TATT/The Star

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TNB's 'Powering The Future 3.0' school activation programme reaches out to over 3,000 students

IN Malaysia, electricity production is largely dependent on two main sources of fossil fuels: coal and natural gas.

While the country pushes towards more sustainable and renewable energy sources like solar and hydro to achieve its goal of net-zero carbon emissions by 2050, the use of fossil fuels continues to pay an environmental toll.

Adding to this plight, large-scale wasteful consumption exacerbates the issue.

By placing more demand on the grid, CO2 emissions increase, affecting the environment and public health, which contributes to the adverse effects of global warming and climate change we experience today.

Therefore, to reduce environmental harm, a behavioural and generational shift around energy consumption and conservation is needed so that future generations can enjoy the same privileges we do today.

The "Powering The Future"

school activation programme, launched by Tenaga Nasional Bhd (TNB) in collaboration with Star Media Group Bhd (SMG), aimed to do just that, as it shone a light on the potential for a sustainable future, educating youth on smart energy use.

Back for its third edition, the "Powering The Future 3.0" programme impacted 3,248 primary and secondary school students across 40 schools in Pahang, Kelantan, Terengganu, Kedah and Perlis.

Under the umbrella of the Malaysia Energy Literacy Programme (MELP) national initiative, the programme introduced students to the world of renewable energy (RE), utilising hands-on learning modules and gamification techniques designed to resonate with today's youth.

Primary school students engaged in RE model kit-building

activities to learn the numerous benefits of green energy solutions.

They received a *Kuntum* edutainment workbook to reinforce the values and concepts they learned, inspiring a long-term behavioural change and expanding the programme's impact beyond schools.

Meanwhile, secondary school students participated in active critical thinking exercises of real-world simulations that were centred around energy-efficient practices.

All participants received a complimentary one-year subscription to *The Star's* e-paper to encourage active reading while enforcing energy conservation awareness.

WATCH THE VIDEO

TheStarTV.com



A student from SK Sena in Perlis learning firsthand about renewable sources of energy.



Students from SK Iskandar in Alor Setar posing with their completed projects. — CHAN BOON KAI/The Star



A student from SK Seri Perlis having a blast during the interactive activities.



A primary school student learning about the effects of wind energy.



Students at SK Iskandar in Alor Setar excitedly welcoming the *Kuntum* mascot to their school. — CHAN BOON KAI/The Star



Students from SMK Seri Pekan, Pahang, celebrating as they complete an engaging exercise.

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Primary school students engaging in a live renewable energy demonstration.



Students from SK Dato Wan Ahmad, Kangar, Perlis, fully engaged in the programme's activities. — LIM BENG TATT/The Star



A primary school student working on his poster design.



Students from SK Tengku Ampuan Mariam, Terengganu, working together to complete exercises during the programme.



Happy faces and goodie bags at SMK Megat Panji Alam, Terengganu.



Some of the posters created by primary school students.



A primary school student testing out the effects of solar energy.



(From left, kneeling) SMG Brand Studio general manager Chia Mei Yeng, programme coordinator Sudeshna R. Rajasingam and TNB Retail's general manager (retail and stakeholders-Kelantan) Khabir Sufi Berhanuddin looking on as students from SK Bachok, Kelantan, conduct activities during the programme. — MUHAMAD SHAHRIL ROSLI/The Star



Students from SK Kubang Ikan, Terengganu, posing with their complimentary Kuntum workbooks.



Students of SK Dato Wan Ahmad in Perlis lined up and anticipating the start of the 'Powering The Future 3.0' programme — LIM BENG TATT/The Star