



SIARAN MEDIA

Media Release

MGTC LAUNCHES INITIATIVES TO EMPHASIZE HOW THE CHOICES WE MAKE IMPACT THE HEALTH OF OUR PLANET

BANGI, 22 FEBRUARY 2024: Malaysian Green Technology and Climate Change Corporation launched initiatives to encourage reflection about the country's carbon emissions. A 1-tonne CO₂ cube is being constructed and placed at the MGTC compound area for the public to view and learn the environmental impact of a metric ton of carbon dioxide emissions on the environment. In 2019, Malaysia's carbon footprint per capita was 9.615 tCO₂e per person, and each tonne is equivalent to 11,263 Malaysians having *roti canai* for breakfast. The Carbon Cube, which will be opened for public viewing in March, is a tangible representation that underscores the urgent need for everyone to take carbon reduction measures.

MGTC also unveiled the Climate Action Knowledge Hub, which acts as a central repository, curating information on climate change's causes, effects, and solutions. It provides resources and insights into sustainable practices and energy conservation, fostering a culture of environmental responsibility within the office community and visitors. The cube and knowledge hub inspire collective action toward reducing the carbon footprint and contributing to a more sustainable future.

"We have collectively accelerated the rate of climate change by releasing more CO₂ into the atmosphere. We don't realise how much we have emitted until we experience severe floods and droughts or feel it during heat waves. The Carbon Cube aims to help us visualise individual emissions and the impact on our planetary health." The Group Chief Executive Officer of MGTC, Ir. Ts. Shamsul Bahar Mohd Nor mentioned at the ***Reasons for Hope: The Choices We Make*** event.

Officiated by YB Nik Nazmi Nik Ahmad, the Minister of Natural Resources and Environmental Sustainability (NRES), he candidly shared the country's sustainability effort during a fireside chat hosted by Malaysian comedian Gajen Nad who took the stage to infuse humour into the severe discourse around environmental concerns.

Nik Nazmi concluded the "*Jom Beli Produk Hijau*" campaign led by MGTC and Shopee Malaysia from September to December 2023. The campaign aimed to encourage the purchase of certified green products in Malaysia and ultimately make green products accessible on online platforms. The campaign achieved a sales value of RM251,102.79, with 3,637 unique products listed and 3,139 products sold in four months.

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Under the MyHIJAU Mark recognition scheme, spearheaded by MGTC, the government's ambitious goal is to introduce 50,000 green products and services to the market by 2030. Collaborations such as the '*Jom Beli Produk Hijau*' campaign propel us closer to, and perhaps beyond, this target.

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About MGTC

MGTC is an agency under the Ministry of Natural Resources and Environmental Sustainability mandated to accelerate green growth, advance climate action and inculcate green lifestyle.

Guided by the National Green Technology Policy (NGTP), the National Policy on Climate Change (NCCP), the Green Technology Master Plan 2017-2030 (GTMP) and the Twelfth Malaysia Plan, MGTC carries out programmes and initiatives to support stakeholders at all levels.

By 2030, through its various programs and initiatives, MGTC aims to facilitate RM100 billion in green investments, create 230,000 green jobs and help Malaysia achieve its net-zero GHG emissions as early as 2050 target.