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ENERGISING YOUR ACTIONS FOR A BETTER EARTH

DUBAI, 18 November 2021 - The Malaysia Pavilion at Expo 2020 Dubai today rolled out its #EnergiseMY social campaign which is a clarion call for the public to share their stories of the changes – no matter how big or small - they are making towards a more sustainable future.

Derived from the Pavilion theme of “Energising Sustainability”, this social-media friendly campaign highlights the efforts of changemakers, known as “Energisers” – individuals or groups who have made a difference within their sphere of influence, be it in the areas of social, economic, or environment.

These Energisers' actions can be anything ranging from a simple act of kindness of donating clothes to the needy or repurposing household items in the garden or building a home for a local community.

The social media campaign is an extension of the Pavilion's #MyButterflyEffect campaign which aims to create a rippling affect through exemplary actions undertaken by Malaysia Pavilion at the World Expo. The #MyButterflyEffect campaign ambassador is His Highness Tunku Zain Al-Abidin Tuanku Muhriz.

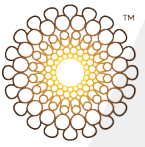
“The intention behind #EnergiseMY is to inspire people to make a difference in their own capacities, regardless of how big or small, as the world moves towards building a more sustainable future,” said **His Highness Tunku Zain Al-Abidin Tuanku Muhriz** during the launch of the #EnergiseMY at the Malaysia Pavilion today.

“This is essentially what our brand campaign for the Malaysia Pavilion - #MyButterflyEffect – stands for; that our everyday actions are small steps leading to a bigger movement for a better community and a better world,” he added.

His Highness Tunku Zain Al-'Abidin Ibni Tuanku Muhriz also kicks off #EnergiseMY as the first Energiser. He is an outspoken advocate for sustainable growth efforts and local community empowerment.

“There has always been keen interest among Malaysians for great causes but as we get more hopeful about a post-Covid future, it is vital to refocus that energy with the realisation and progress made during the pandemic. #EnergiseMY provides a perfect opportunity to harness and elevate that energy for the mutual benefit of all our communities,” he added.

Also present at the event was **Mr Syed Ahmad Syed Mustafa, Chief Operating Officer Malaysian Green Technology and Climate Change Centre (MGTC)** who quoted, “One of the larger purpose of our participation in Expo 2020 is to meaningfully engage people into



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joining the sustainability conversation – especially the youths. They are our future leaders who will inherit this planet and we want to do our part in inspiring them.”

Malaysian singer and actress **Sasha Saidin** is another Energiser who started her change at home. She said, “Everything starts at home. By teaching my family to reduce, reuse, and recycle, we hope to encourage others in our communities to take their own steps towards a sustainable future. We make conscious efforts in the little things like sorting our trash, using reusable food containers and bags.”

Meaningful change is a shared responsibility and cannot be achieved alone. Everyone's small steps contribute towards a bigger purpose, and we can all start with something as simple as taking part in the sustainability conversation to raise collective awareness.

Be a part of the movement!

No matter how big or small, your contribution in Malaysia's journey towards sustainability deserves to be applauded. Join the #EnergiseMY movement and be featured on the Malaysia Expo 2020 Dubai social media pages. Follow these 3 simple steps to nominate and be featured:

1. Nominate someone who can #EnergiseMY (someone whom you know is creating meaningful change within your circle of friends or local communities).
2. Share with us an image of your Energiser in action and tell us about their amazing work!
3. Use the hashtag #EnergiseMY and tag @MalaysiaExpo2020

The Business of Compassion roundtable

In conjunction with Expo 2020 Dubai's Tolerance and Inclusivity Week, Tunku Zain was invited as one of the panelists for a roundtable discussion on the topic of 'The Business of Compassion'. The knowledge exchange delves into strategies of how the world can bridge the disconnect between economic growth and people's wellbeing.

Tunku Zain spoke among other thought leaders from around the world to share how NGOs are driving advocacy in areas in civil society such as refugee welfare and environmental sustainability.

Malaysia's participation in Expo 2020 Dubai is led by the Ministry of Science, Technology and Innovation (MOSTI) with Malaysian Green Technology and Climate Change Corporation as implementing agency.

For more info, follow Malaysia Expo 2020 Dubai on social media or visit www.malaysiaexpo2020.com.



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ABOUT MALAYSIA PAVILION AT EXPO 2020 DUBAI

Malaysia will be among 192 countries participating in Expo 2020 Dubai, scheduled for 1 Oct. 2021 to 31 March 2022. Themed “Connecting Minds, Creating the Future”, the world expo is the first to be held in the Middle East, Africa & South Asia region.

Malaysia’s pavilion is self-built and depicts a Rainforest Canopy. It carries the theme “Energising Sustainability” to capture the nation’s commitment and approaches to sustainable development. It is a net zero carbon pavilion.

Malaysia’s activities during the expo will include permanent displays, showcases, pocket talks, summits and forums, cultural performances, demonstrations and 26 weekly thematic trade and business programmes. The business weeks will be helmed and supported by 21 ministries, 70 agencies and 5 state governments.

The Ministry of Science, Technology and Innovation is the lead ministry for Malaysia’s participation at the mega event. Malaysian Green Technology and Climate Change Corporation (MGTC) is the implementing agency.

ABOUT THE MINISTRY OF SCIENCE, TECHNOLOGY, AND INNOVATION

The Ministry of Science, Technology, and Innovation (MOSTI) is a ministry of the Government of Malaysia. In 2018, the entire component of the MOSTI, Green Technology and Energy Components from the Ministry of Energy, Green Technology and Water (KeTTHA) and related components of Climate Change and Environment from the Ministry of Natural resources and Environment (NRE) has been restructured and formed the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC).

Since 2020, MESTECC has been restructured and its name has been changed to MOSTI again. Dato’ Sri Dr Adham Baba has been appointed as Minister of Science, Technology, and Innovation since 27 August 2021.

ABOUT MALAYSIAN GREEN TECHNOLOGY AND CLIMATE CHANGE CORPORATION

Malaysian Green Technology and Climate Change Corporation (MGTC) is an agency under the Ministry of Environment and Water whose scope involves green growth, climate change and sustainable lifestyle.

Three national policies – the National Green Technology Policy (NGTP), the National Climate Change Policy (NCCP) and the Green Technology Master Plan (GTMP) – outline MGTC’s role as a catalyst for green economic growth.

Its three core roles are:

- Mainstreaming the Green Economy through green product and service expansion programmes such as MyHIJAU Mark Certification Programme, Green Technology Financing Scheme (GTFS) and green technology tax incentives, namely the Green Income Tax Exemption (GITE) and Green Investment Tax Allowance (GITA), besides providing training and human capital development schemes.
- Drive climate change mitigation actions such as advocacy for energy efficiency and renewable energy, low carbon city programmes and low carbon mobility initiatives.
- Cultivate a green lifestyle through publicity and awareness programmes in fostering cooperation between the government and private sectors via global-scale platforms such as the International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM) and other public programmes.

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