



KEMENTERIAN TENAGA DAN SUMBER ASLI

KERATAN AKHBAR

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EMPOWERING FUTURE ENERGY LEADERS

TNB inculcates energy efficient traits in students for a better tomorrow



SMK(P) Methodist students putting their heads together to come up with a campaign on energy conservation.



SMK Convent Bukit Nanas students proudly showing off their hand-drawn posters on saving the Earth.



SK Yaacob Latiff pupils and staff who attended the TNB workshop.



An SK Bangsar student taking part in TNB's school activation programme which included fun simulation activities and games that challenges students' thinking skills, while raising awareness on energy efficiency and safety.

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UNLIKE cold hard cash, energy is intangible. Saving energy and being energy-efficient can be quite an abstract concept to grasp given that the only visible indication is the fluctuation of monthly electricity bills.

To help future energy leaders understand the issue as well as foster energy-efficient habits and behaviours, Tenaga Nasional Berhad (TNB) launched a campaign to reduce energy waste through fun educational programmes for school-goers.

A strong advocate of raising awareness and nurturing good energy efficiency behaviour at a young age, TNB's school activation programme that commenced from August till September kept children engaged on the importance of being energy-efficient, which lowers greenhouse gas (GHG) emissions and other pollutants as well as keep utility bills from soaring.

Themed *Powering The Future*, TNB's initiative in partnership with Star Media Group (SMG) exposed youngsters to a deeper understanding of the energy sector, the current energy generation process as well as the need to

transition towards renewable energy sources through an engaging series of carefully curated and customised workshops incorporated with fun simulation activities and games.

Held in 10 selected primary and secondary schools in urban and suburban settings within the Klang Valley, the programme received warm reception from 866 participating students.

It was a success in raising awareness on energy safety - offering students helpful energy efficiency tips, while nurturing the future climate change activists with leadership qualities and self-confidence.



SK (L) Methodist students having fun engaging in games during the TNB workshop.



Group activities were held during TNB's programme at SMK Sungai Kertas that boosted students' understanding of their role as future energy leaders.



An SK(P) Methodist student sharing her views about the energy sector and why it is important for it to be sustainable.



SMK Bukit Indah students were inspired to adopt a more energy-efficient lifestyle.

Crucial educational messages were delivered to the young people to help encourage the adoption of personal practices that can positively impact energy consumption and conservation.

According to TNB, one of the most important messages for the young people is awareness of energy scarcity in the past, its potential threats, and the importance of preserving energy as it is a prominent necessity in daily life across all living situations and sectors.

The national utility provider emphasised that since energy isn't something students can see or touch, it's helpful to tie the con-

cept to something they can understand.

Pleased that students took the initiative to spread the key messages and what they've learnt from the programme to fellow friends and family, TNB would seek to expand such initiatives which effectively create a relaxed and interesting learning atmosphere for school-goers to better understand their role in maintaining nature around for a more sustainable future – their future.

TNB's *Powering The Future* series is part of a nationwide initiative, the Malaysia Energy Literacy Programme (MELP), which was launched by Natural

Resources, Environment and Climate Change Minister Nik Nazmi Nik Ahmad.

Its key mission is to enhance the public's understanding about the energy sector, the importance of energy transition into renewable energy sources, and the role of environmental, social and governance (ESG) principles in the energy industry in achieving global sustainability.



Not only does TNB's campaign promote awareness on energy safety and efficiency, it also ignited the leadership spirit among participating students of SMK Wangsa Maju S2.



SMK Convent Bukit Nanas students were eager to participate in TNB's school activation programme which bolstered their leadership skills and understanding about the energy sector as a whole.



A student from SMK Kepong Baru sharing what he understands about energy and the importance of conserving it to save the Earth.