Marine life in Pulau Kapas, Terengganu.
Mid-Term Goals
11th Malaysia Plan

- Green Technology becomes the preferred choice in procurement of products and services;
- Green Technology has a larger local market share against other technologies, and contributes to the adoption of Green Technology in regional markets;
- Increased production of local Green Technology products;
- Increased Research Development and Innovation of Green Technology by local universities and research institutions and are commercialised in collaboration with the local industry and multi-national companies;
- Expansion of local SMEs and SMIs on Green Technology into the global market; and
- Expansion of Green Technology applications to most economic sectors.

Long-Term Goals
12th Malaysia Plan and beyond

- Inculcation of Green Technology in Malaysian culture;
- Widespread adoption of Green Technology reduces overall resource consumption while sustaining national economic growth;
- Significant reduction in national energy consumption;
- Improvement of Malaysia’s ranking in environmental ratings;
- Malaysia becomes a major producer of Green Technology in the global market; and
- Expansion of international collaborations between local universities and research institutions with Green Technology industries.
Strengthen the institutional frameworks

In nurturing the adoption and growth of Green Technology, it is critical to have strong institutional arrangements to promote Green Technology applications through:

- Formation of a Green Technology Council chaired by Y.A.B. Prime Minister or Y.A.B. Deputy Prime Minister for high-level coordination among Government Ministries, agencies, the private sector and key stakeholders for effective implementation of the Green Technology Policy;

- Establishment of a Cabinet Committee on Green Technology chaired by Y.A.B. Prime Minister or Y.A.B. Deputy Prime Minister;

- Establishment of the Malaysia Green Technology Agency for the effective coordination and implementation of Green Technology initiatives and programmes;

- Review and establish legal mechanisms to foster an accelerated growth of Green Technologies in line with National Objectives and Goals; and

- Enhancement of institutional clarity so that all agencies are aware of their respective roles and responsibilities.
A river trail at FRIM (Forest Research Institute of Malaysia) in Selangor.
Strategic Thrust 2
Provide Conducive Environment for Green Technology Development

The growth of the Green Technology industry, either in manufacturing or service sectors, is critical towards fulfilling the objectives of the Green Technology Policy. This industry would supply the Green Technology to the local and global markets, create jobs, and contribute towards the national economy. This could be achieved through:

- Introduction and implementation of innovative economic instruments, supported by the necessary monetary and fiscal measures to foster an accelerated growth of Green Technology in line with the National objectives and goals;

- Strengthening the understanding of local players in Green Technology industries and their value chain, including the supporting industries through various industries’ enhancement programmes;

- Promotion of foreign direct investments (FDIs) on Green Technology which foster domestic direct investments (DDIs) and local industry participation and development;

- Establishment of strategic Green Technology hubs throughout Malaysia, expanding from the core value chain to the upstream and downstream of the industry; and

- Establishment of Green Technology funding mechanism.
Strategic Thrust 3
Intensify Human Capital Development in Green Technology

Skilled, qualified, competent and productive human resources are crucial to Green Technology development. This could be achieved through:

- Design and enhancement of training and education programmes to improve human resource capacity related to Green Technology;

- Provision of financial and fiscal incentives for students to pursue Green Technology disciplines at undergraduate and postgraduate levels;

- Implementation of retraining programme and apprenticeship scheme to enhance competency of semi-skilled labour to meet the demands of the Green Technology industry;

- Formulation of grading and certification mechanisms for competent personnel in Green Technology; and

- Exploitation of brain gain programmes to strengthen local expertise in Green Technology.
Strategic Thrust 4
Intensify Green Technology
Research and Innovations

Research, Development, Innovation and Commercialization (RDIC) is very crucial in creating new technologies, techniques and applications which would be able to reduce the cost of Green Technology and promote its usage. Research, Development and Innovations (RDI) could be enhanced through:

- Provision of financial grants or assistance to public and private sector in RDIC;
- Implementation of Green Technology foresight;
- Establishment of an effective coordinating agency for RDI and Centre of Excellence or new research institute for Green Technology development;
- Enhancement of smart partnerships between the Government, industries, and research institutions; and
- Establishment of strong linkages between local research institutions and regional and international centres of excellence in Green Technology RDI.
Strategic Thrust 5
Promotion and Public Awareness

Effective promotion and public awareness are two of the main factors that would affect the success of Green Technology development. This is particularly significant as such adoption requires the change of mindset of the public through various approaches including:

- Effective, continuous promotion, education and information dissemination through comprehensive roll-out programmes to increase public awareness on Green Technology;
- Effective involvement of media, non-governmental organizations and individual stakeholders in promoting Green Technology;
- Inculcation of a culture that appreciates Green Technology among students at all levels through the development of effective syllabus in the education system;
- Demonstration programmes of effective Green Technology applications; and
- Adoption of Green Technology in all Government facilities and Government-linked entities.
The National Key Indicators are a set of criteria to measure the success of Green Technology Policy and its initiatives. This would provide the Government a feedback mechanism and the opportunity to improve or strengthen the initiatives as necessary. The National Key Indicators below would be further refined into quantitative and qualitative key performance indicators (KPIs) for each Malaysia Plan, and annual plan for various Government ministries and agencies.

**Environment**
- Initial reduction in the rate of increase of GHG emission, and subsequently progressing towards reduction in the annual GHG emission;
- Progress of the rise in ranking of environmental performance by 2030; and
- Improvement in air quality and river water quality.

**Economy**
- The Green Technology industry contributes a significant value and percentage to the National GDP;
- Sizeable amount of investments are made in Green Technology industry through foreign direct investments (FDIs) and domestic direct investments (DDIs);
- Increased number of certified Green industries and revenue in the country;
- The Green Technology industry creates increasing number of jobs in the manufacturing and services sectors, as well as SMEs/SMIs; and
- Increasing values of spin-off and supporting industries from the Green Technology industry.

**Social**
- More cities, townships and communities are embracing Green Technology and are being classified as Green Townships;
- More Malaysians appreciate Green Technology and Green Technology culture becomes a part of their lives; and
- Improved quality of life in Malaysia.
AGENSI TEKNOLOGI HIJAU
GREEN TECHNOLOGY AGENCIES

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