

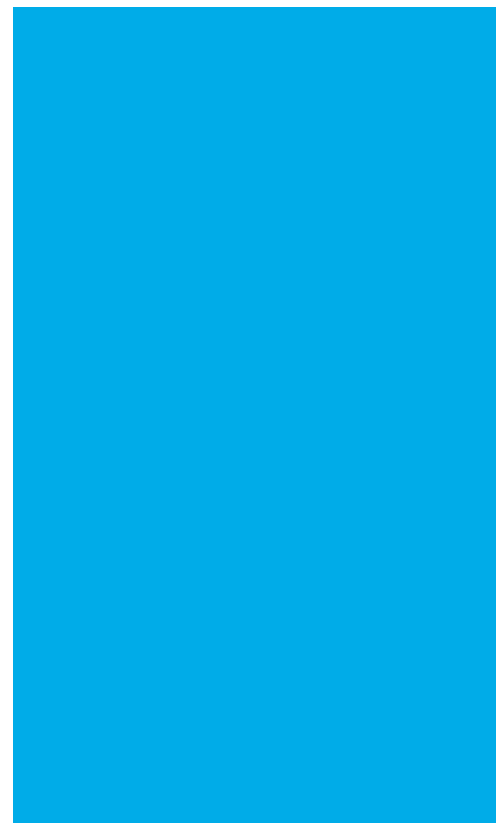
BUSINESSTODAY

SUSTAINABILITY

SPECIAL FOCUS 2023

Towards A Carbon-Neutral Malaysia 2050

 May 2023





**NET
ZERO
2050**

2050, A Mission For All Malaysians

1

Under the 12MP, Malaysia has set a clear goal in achieving carbon neutral by 2050

2

12MP incorporated initiatives that will lead to a low-carbon, climate-resilient economy based on clean, green and resilient development.

3

The goal is to protect 20 per cent of land area, while also providing conservation financing through programmes such as Ecological Fiscal Transfer (EFT) and Payment for Ecosystem Services (PES)

4

To ensure an equitable and rapid transition to a low-carbon economy, collaboration with many sectors have achieved a milestones which include the establishment of the Joint Committee on Climate Change

Industries Taking The Steps

Malaysia is already actively engaging with stakeholders in driving change in the industry

Industries are quickly adopting new energy that is more sustainable

TNB has a roadmap to decommission coal powered power plants

National oil giant Petronas is collaborating in carbon capture, gas exploration, solar and hydrogen

Energy Commission assigning out LSSPV projects for Solar



◆ NEW INDUSTRIES ARE FORMED

New industries are being formed, like Solar, wind turbines, EVs and the evolution of green economy



FTSE4Good



Financing the Future

Supporting The Industry

- ◆ Enabling the industry to adopt ecological ways to operate business are the supporting players
- ◆ Bursa, Security Commission, Bank Negara have all joined to assist corporates meet their carbon emission targets
- ◆ Bursa launched the FTSE4Good Index for PLCs with ESG agenda
- ◆ MIDA, MGTC, MDeC, KeTSA and various agencies offer grants
- ◆ Financial assistance by banks for sustainable efforts are readily available
Green Sukuk, Green Bond, Green Financing
- ◆ Broking houses now provide ESG ratings for PLCs
- ◆ Green and Sustainable investment are now trending



CONTENTS

- ◆ Comments from experts and policy makers
- ◆ Interview with MGTC CEO, Alam Lestari Chairman, KetSa DG, UN SDG Chapter For Malaysia
- ◆ Interview with MIDA, Bursa, SC, SME Corp, SEDA, Energy Commission
- ◆ Market analysis on ESG by RHB, Maybank IB, Kenanga Investment and MIDF
- ◆ Commentary from the various industries and association
- ◆ Trade commission, and Chamber of Commerce on export standards on Sustainability

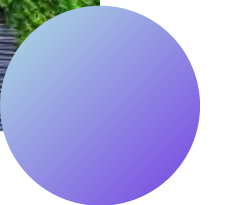
About The Supplement

What needs to be done, what's being done and where are we now?

- BusinessToday will be publishing a Special supplement giving an opportunity to various industry players to share to readers their Sustainability efforts.
- From a **business** perspective, enablers can share their offerings and services for potential industries to seek and gain access to such services
- For general **public**, this will be a good avenue to understand on the efforts corporations are taking to reduce their carbon footprint

There will also be analysis and experts who will share on Malaysia's progress **toward the 2050** target.

SUSTAINABLE DEVELOPMENT GOALS



Who Should Take Part

SUPPORTING

Private/Public sector supporting businesses in their journey towards sustainability.

INDUSTRY PLAYERS

Energy, Investment, Services, Consultants, communication, network, ICT

ADOPTER

Companies that have adopted measures in sustainability and would to share to the public

ESG

Net Carbon, ESG, Climate Change, Environment, Sustainability

SAVE ENVIRONMENT

OUR PARTNERS



Tan Sri Zakri Abdul Hamid
Chairman of Amanah Lestari
Alam (ALAM) & Bank
Pembangunan Malaysia



**Ministry of Natural
Resources, Environment and
Climate Change**
Nik Nazmi



MIDA
Mr. Arham Abdul Rahman
Helms

The Special Supplement will be distributed in the following areas:



Ministries & PARTNERS

KETSA, MITI, JPN, MOSTI, KKM, KKMM, MAF,
MEDAC



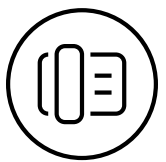
BT DIGITAL PLATFORM

WEBSITE, FACEBOOK, LINKEDIN, TWITTER
698,000



NEWSLETTER

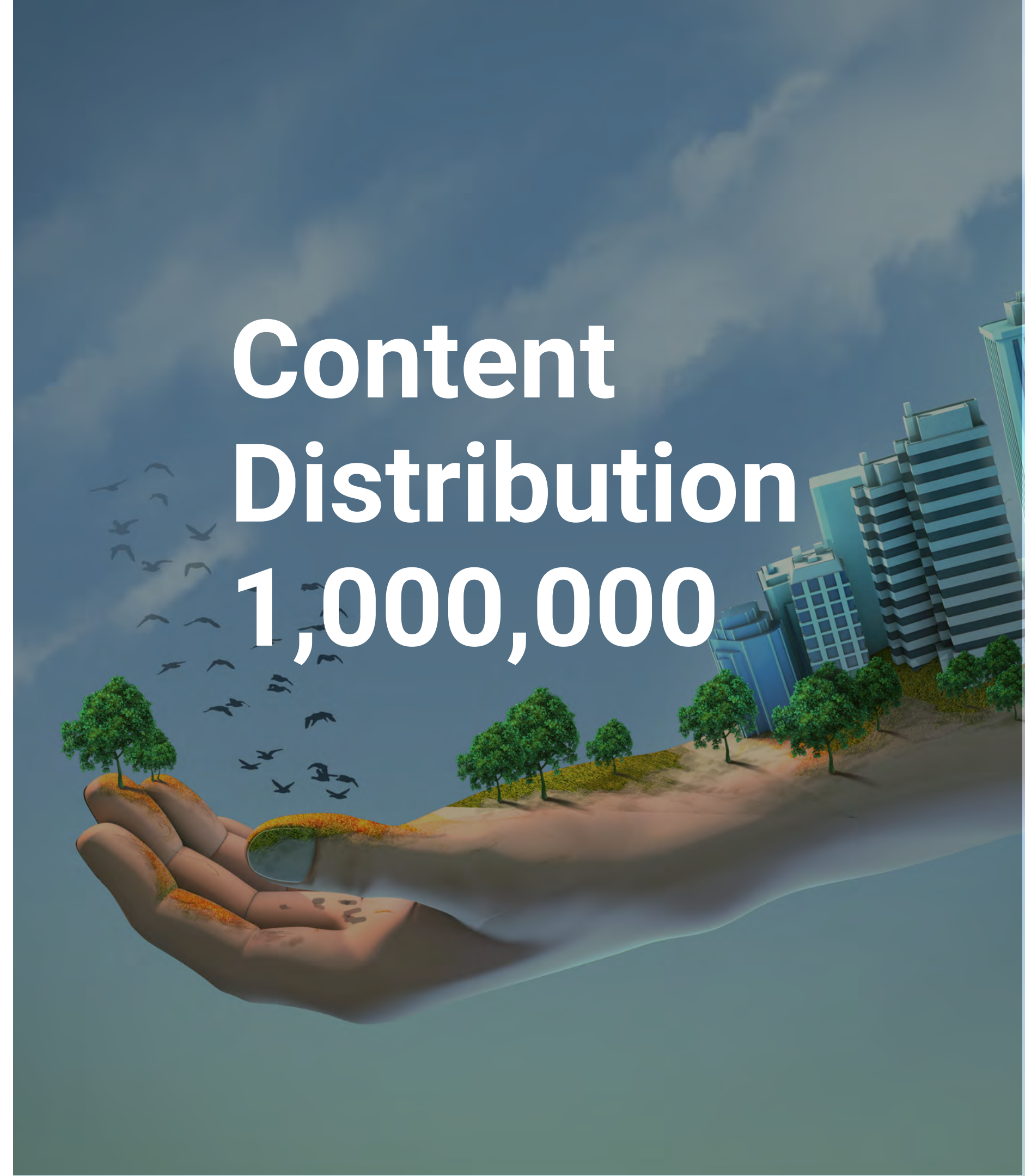
30,000 HIGH NET WORTH EMAIL SUBSRIBERS



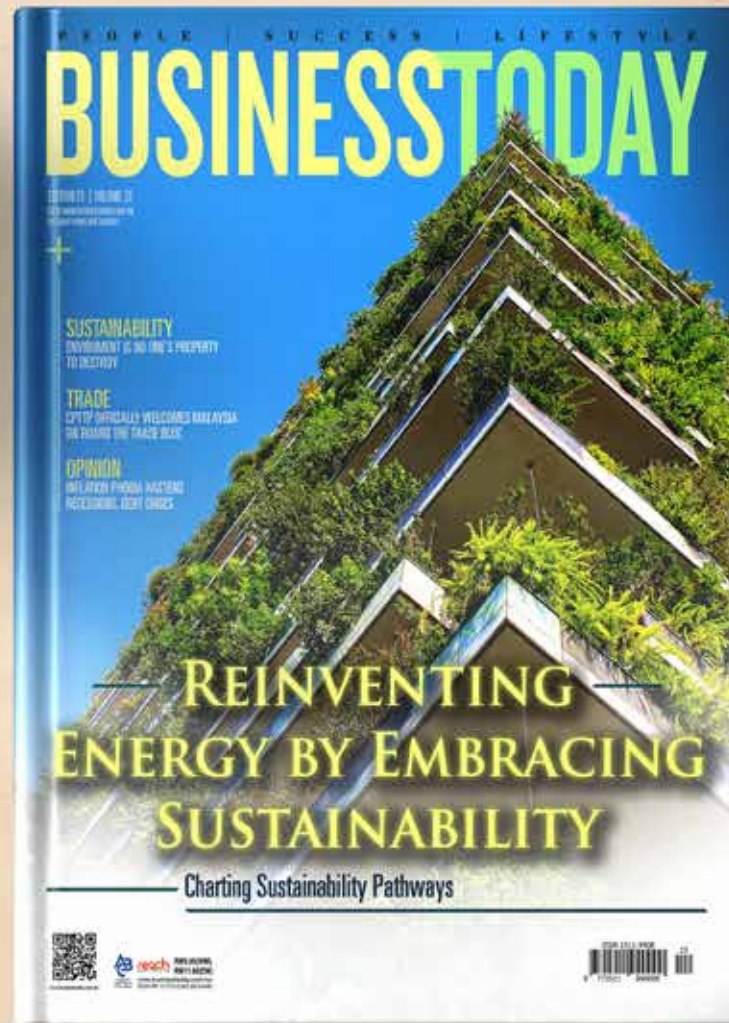
PRINT + E-EDITION

111,360

KINDLY REFER TO FULL MEDIA DECK FOR FURTHER INFORMATION



**Content
Distribution
1,000,000**



MOCK 1

PEOPLE | SUCCESS | LIFESTYLE
BUSINESSTODAY

MOCK 2



PACKAGE OPTION

01 RM35,000 MEDIA PACKAGE

COVER STORY
DIGITAL AND PRINT
FORMAT: INTERVIEW

Digital

1. 1 Editorial content in Digital Platforms, Website & Social media (interview or submitted materials)
Word Count max: 1600

Print

1. Cover Position in Special Focus
2.4 editorial pages in Special Focus

02 RM30,000 MEDIA PACKAGE

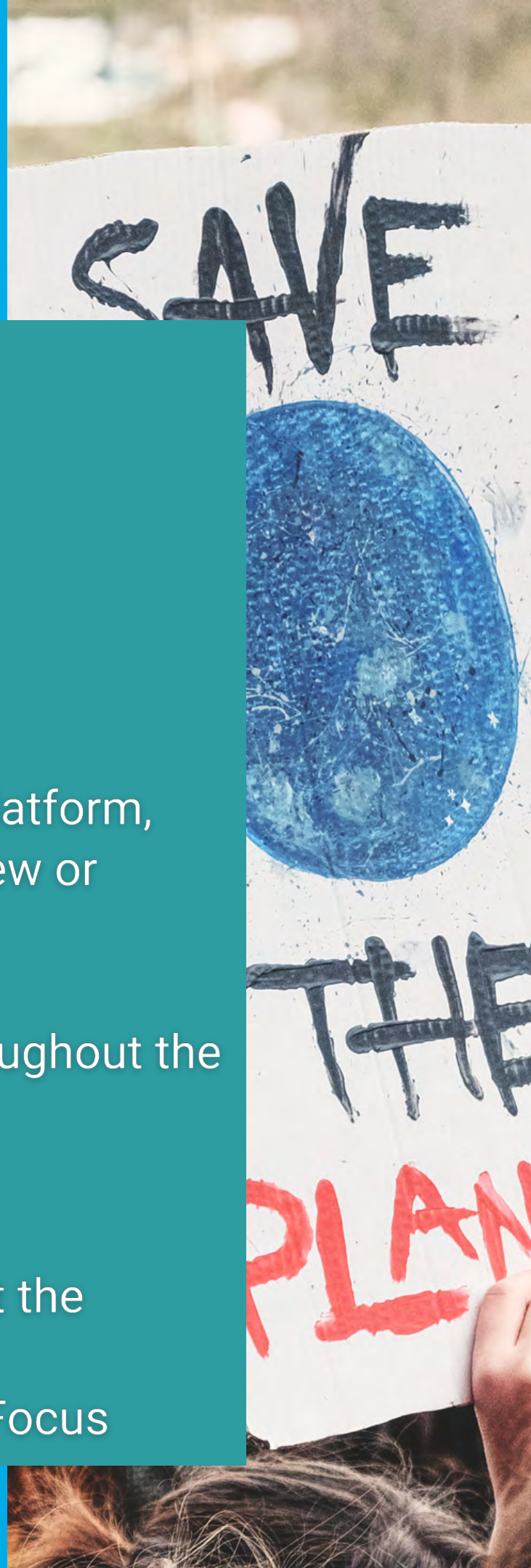
SEGMENT SPONSOR
DIGITAL AND PRINT

Digital

- 1.1 Editorial content in Digital Platform, Website & Social media (interview or submitted materials)
Word Count max: 1200
2. Island ads or banner ads throughout the editorial content x4

Print

1. Bottom Panel Ads throughout the editorial content x 4
2. 3x editorial pages in Special Focus



PACKAGE OPTION

03

RM20,000 MEDIA PACKAGE

PREMIUM POSITION DIGITAL AND PRINT

Digital

1. Editorial content in Digital Platform, Website & Social media (interview or submitted materials)
Word Count: 1200

Print

1. Outside back cover (OBC) Position in Special Focus
2. 3x editorial pages in Special Focus

04

RM12,000 MEDIA PACKAGE

DIGITAL AND PRINT

Digital

1. Editorial content in Digital Platform, Website & Social media (submitted materials)
Word Count: 800

Print

1. 2x editorial pages in Special Focus

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Thank You For Attention

Let me know if you have questions or need clarifications

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