



ECO-LABELS & POTENTIAL FOR COLLABORATION

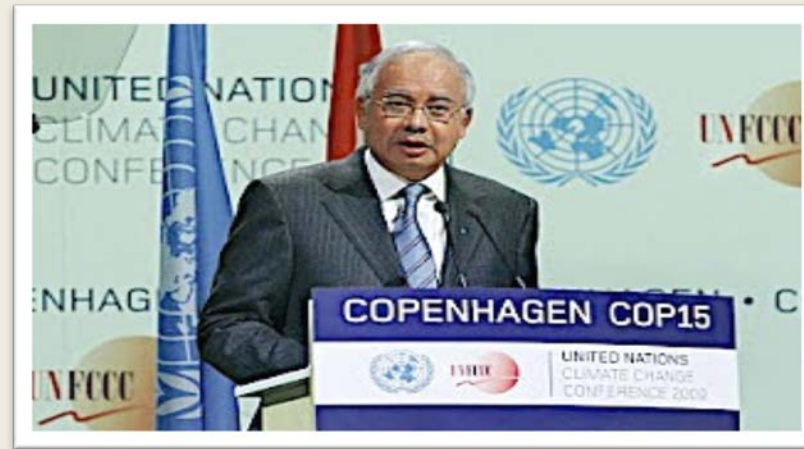
AUGUSTINE KOH

SECRETARY GENERAL GPNM/COUNCIL MEMBER IGPN

21MAY 2014

ASEAN + 3

Malaysia Started “Green” ..



Prime Minister of Malaysia, Najib Razak had delivered Malaysia’s stand to reduce its carbon dioxide emission,

“I would also like to announce here in Copenhagen that Malaysia is adopting an indicator of a voluntary reduction of up to 40% in terms of emissions intensity of GDP by the year 2020 compared to 2005 levels.”

Green Purchasing Policy 2011

Launched Myhijau ecolabel 2012

Budget for LED lights 2013

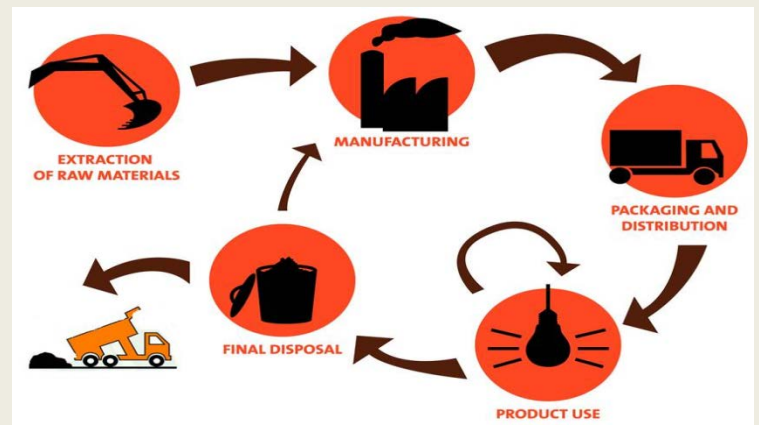
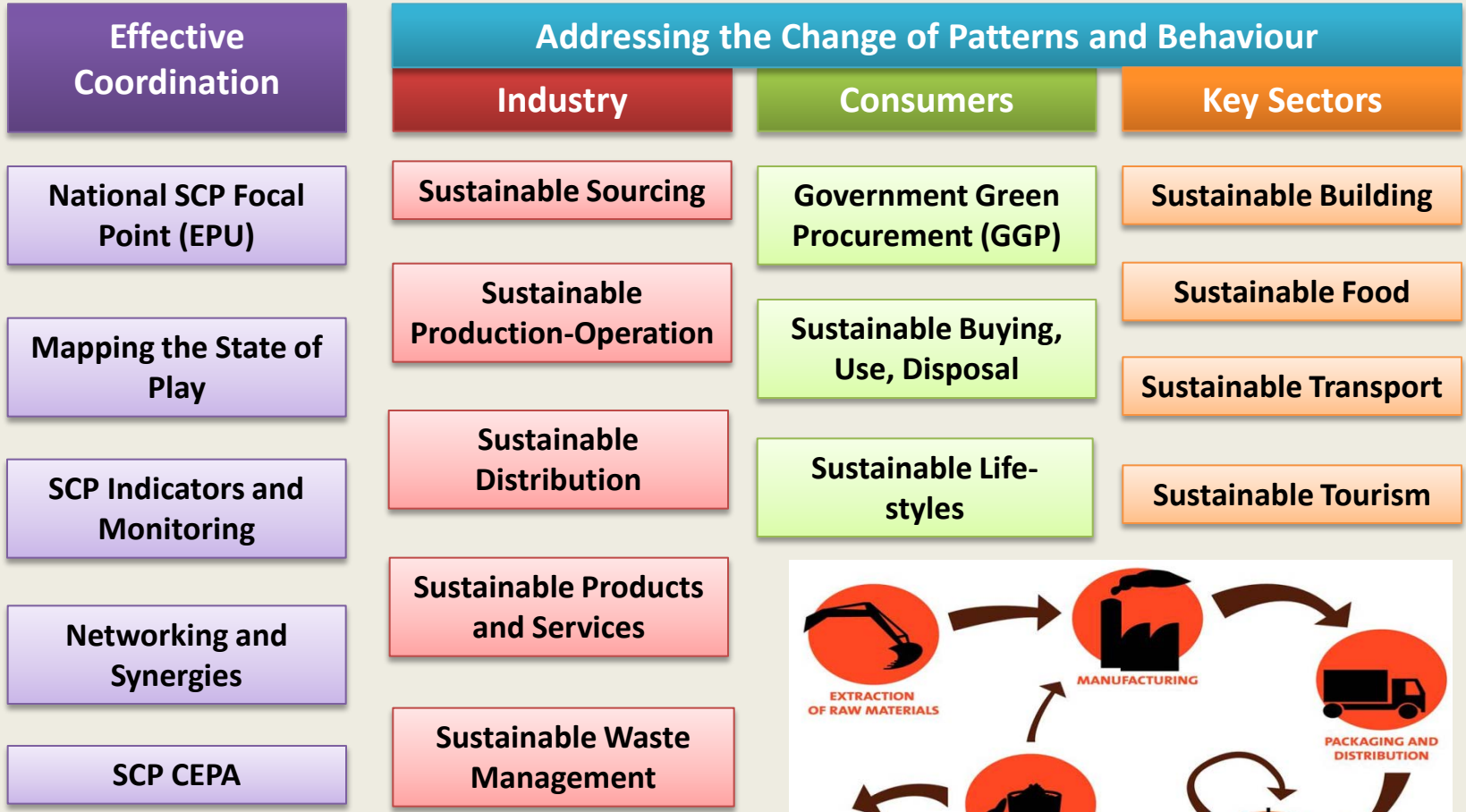
*United Nations New Release
Conference of the Parties (COP 15)
UN Conference on Climate Change*

ISSUES AND CHALLENGES

- Awareness and Internalization
- Capacity & Capability
- Cost effectiveness- *“Green vs Conventional”*
- Response from local industries and suppliers to government and international buyers
- Local market & products: Readiness & Building Internal Strength
- Evaluation - impacts of green procurement & Monitoring

SOURCE: MGTC

Setting is there: SCP- Sustainable Consumption & Production



SOURCE: MGTC

MYHIJAU PROCUREMENT

- KeTTHA and the Malaysian Green Technology Corporation (MGTC) coordinator and focal point agencies respectively
- Various Ministries and Government agencies adopted GGP for different products and services, e.g. buying recycling paper, promoting waste reduction in connection with catering services, taking into account energy efficiency in building construction or introducing Energy Performance Contracts (EPC).
- Need for a systematic and structured approach long-term action plan.

(source: EPU)

MyHIJAU Ecolabel Programme

Sustainable Consumption

MyHIJAU Procurement



MyHIJAU Directory



www.greenadirectory.my



Sustainable Production

MyHIJAU Labelling









MyHIJAU Industry & SMEs



SOURCE: MGTC

Green Labelling System (MyHIJAU Label)

Green Labelling Schemes	Sectors	Logo	Scheme Developers/ Certification Body
SIRIM Eco Labelling Scheme	Manufacturing & Services		SIRIM QAS International Sdn. Bhd.
Malaysia Farm Certification Scheme for Good Agriculture Practice (SALM)	Agriculture		Department of Agriculture
Malaysia Organic Scheme (SOM)	Agriculture		Department of Agriculture
Malaysia Timber Certification Scheme (MTCS)	Forestry		Malaysia Timber Certification Council (MTCC)
Energy Efficiency Rating & Labelling Scheme	Energy		Energy Commission (ST)
Water Efficient Products Labelling Scheme	Water		National Water Services Commission (SPAN)

SOURCE: MGTC

SIRIM Eco Labelling Scheme



No.	PCD Code	Product Criteria	No. of Companies	No. of Model
1	ECO 03	Biodegradable Cleaning Agents	6	38
2	ECO 04	Recycled Paper	1	2
3	ECO 05	Bio-fibre Composite Construction Material	2	48
4	ECO 08	Fabric Care Product	1	1
5	ECO 14	Recycled Rubber Products	1	1
6	ECO 19	Paints	20	197
7	ECO 20	Clay Roof Tiles	1	4
8	ECO 21	Fibre Cement	2	3
9	ECO 22	Ceramic Tiles	3	12
10	ECO 23	Masonry Units	8	38
11	ECO 28	Paper Printed Material	1	11
12	ECO 29	Cement	6	26
13	ECO 31	Flat Glass Products	1	6
14	ECO 32	Coated Flat Steel Products	1	9
15	ECO 33	Concrete Roofing Tiles	1	1
16	ECO 35	Carpet	1	3
SOURCE: MGTC		TOTAL	56	400

**GOVERNMENT GREEN PROCUREMENT
(GGP)
OVERVIEW SHORT-TERM ACTION PLAN
2013 - 2014**

(SOURCE: EPU)

OVERALL OBJECTIVES

- Malaysia as a forerunner for GGP in Southeast Asia
- GGP enables Malaysia into a high income nation
- GGP encourages national sustainable consumption and production patterns and supports green economy
- GGP improves Malaysia's global competitiveness and increases employment and business opportunities
- GGP encourages innovation and creates market entrance opportunities for Malaysian green products and services
- GGP is a central pillar of government procurement policy
- GGP is implemented at all levels of government procurement - national, regional and local
- GGP ensures sustainable supply of products and services, and promotes value for money practices

(source EPU)

International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM)



IGEM 2012
INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA

THE 3RD INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA
10 - 13 October 2012
Kuala Lumpur Convention Centre (KLCC),
Kuala Lumpur, Malaysia

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IGEM 2011
INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA

Kuala Lumpur Convention Centre



GREENTECH FOR GROWTH
www.igem.com.my



IGEM 2010
INTERNATIONAL GREENTECH & ECO PRODUCTS EXHIBITION & CONFERENCE MALAYSIA

KETTHA KEMENTERIAN TEKNOLOGI DAN INOVASI MALAYSIA GFNTM PRESENTS



The logo features a large, stylized blue 'G' on the left. To its right, the words 'GREEN', 'PRODUCTIVITY', 'EXPO', and 'SERIES' are stacked vertically in a bold, sans-serif font. 'GREEN' and 'SERIES' are blue, while 'PRODUCTIVITY' and 'EXPO' are green.

GREEN
PRODUCTIVITY
EXPO
SERIES



Expert Meeting on Government Green Procurement 2012 (APO/MPC)

Green Productivity Expo (GPX): International Green Purchasing Conference Malaysia 2013 (GPNM/MPC)



SAFE AND GREEN WORKSHOPS (CITYNET/CIFAL) GPX2014: World Congress on Recycling & GP, Malaysia (MINISTRY OF HOUSING URBAN WELL BEING & LOCAL GOVERNMENT/UNITED CITIES FOR LOCAL GOVERNMENTS)

National & Global Networking



National Green Technology & Climate Change Council (MTHPI)



Harmonization of Eco-labels & collaboration

GGP AND BUSINESS DRIVEN

PEPSI AND WONGPANIT LOGO





GANM
Green Purchasing
Network Malaysia



IGPN

Thank you