CARBON FOOTPRINT REDUCTION THROUGH INTEGRATED CLEANER PRODUCTION: 2030 MENTALITY FOR SMES

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With more than 600,000 SMEs in Malaysia, their contribution towards meeting the nation's voluntary commitment to reduce 40% carbon footprint by 2020 cannot be overlooked. So far, only fractions of SMEs are consciously taking initiatives in this direction, even though many are in compliance with the existing environmental regulations. There is simply no urgency because the effect of the voluntary commitment on businesses has not been translated into tangible benefits or penalties. Recent efforts have been mainly focused on sustainable energy and other green technologies that require significant amount of investments. The focus of this talk is to demonstrate a holistic and integrated approach that can be used by SMEs to contribute towards the nation's commitment on CF reduction. A conceptualized 2030 mentally can be modelled to simulate the urgency for taking steps to reduce carbon emissions through Integrated Cleaner Production. Several case studies and examples will be presented to demonstrate this point. With such urgency the SMEs can be accountable in contributing towards 40 % reduction and beyond.

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