

netzero



towards a sustainable nation 2050

BUSINESSTODAY
2024 Quarterly Edition
Digital + Print + Forum

OUR PARTNERS & PANELIST



**Minister of Natural
Resources and
Environmental
Sustainability**
Minister Nik Nazmi



**Ministry of
Economy**
*Minister Rafizi
Ramli*



**Ministry of Energy
Transition and
Public Utilities**
*Datuk Seri
Fadillah Yusof*



**UN Global Compact
Network Malaysia &
Brunei**
*Executive Director,
Faroze Nadar, Adj
Professor*



Bursa Malaysia
*CEO Datuk Muhammad
Umar Swift.*

What Is Net Zero? And Why It Matters?

- The concept of Net Zero, is an idea of achieving net carbon release within a stipulated time frame
- For Malaysia, the government has set the target of 2050
- Which means the amount of CO₂ released into the atmosphere has to come down significantly
- How can the country achieve this within 30 years?
- Policies, regulations, and initiatives to drive sustainable energy is one way
- Industries, automotive are large CO₂ emitters– they will see a overhaul in coming years
- Energy producers will also pivot



BUSINESSTODAY **Mission** **Net Zero 2050!**

- BT has been covering Malaysia's green initiative since 2001
- Areas of interest included Green Economy, sustainability, 3R, environment and carbon emission
- Today the culmination of the experience and archives has enabled us to conceptualise the Net Zero 2050 Edition that further reinforces our commitment for the environment
- Launched in 2023, the Net Zero 2050 has immediately become the standard bearer for the governments Carbon Reduction Agenda
- After the success of 2023 we are excited leap into a new era for 2024



Green
Economy



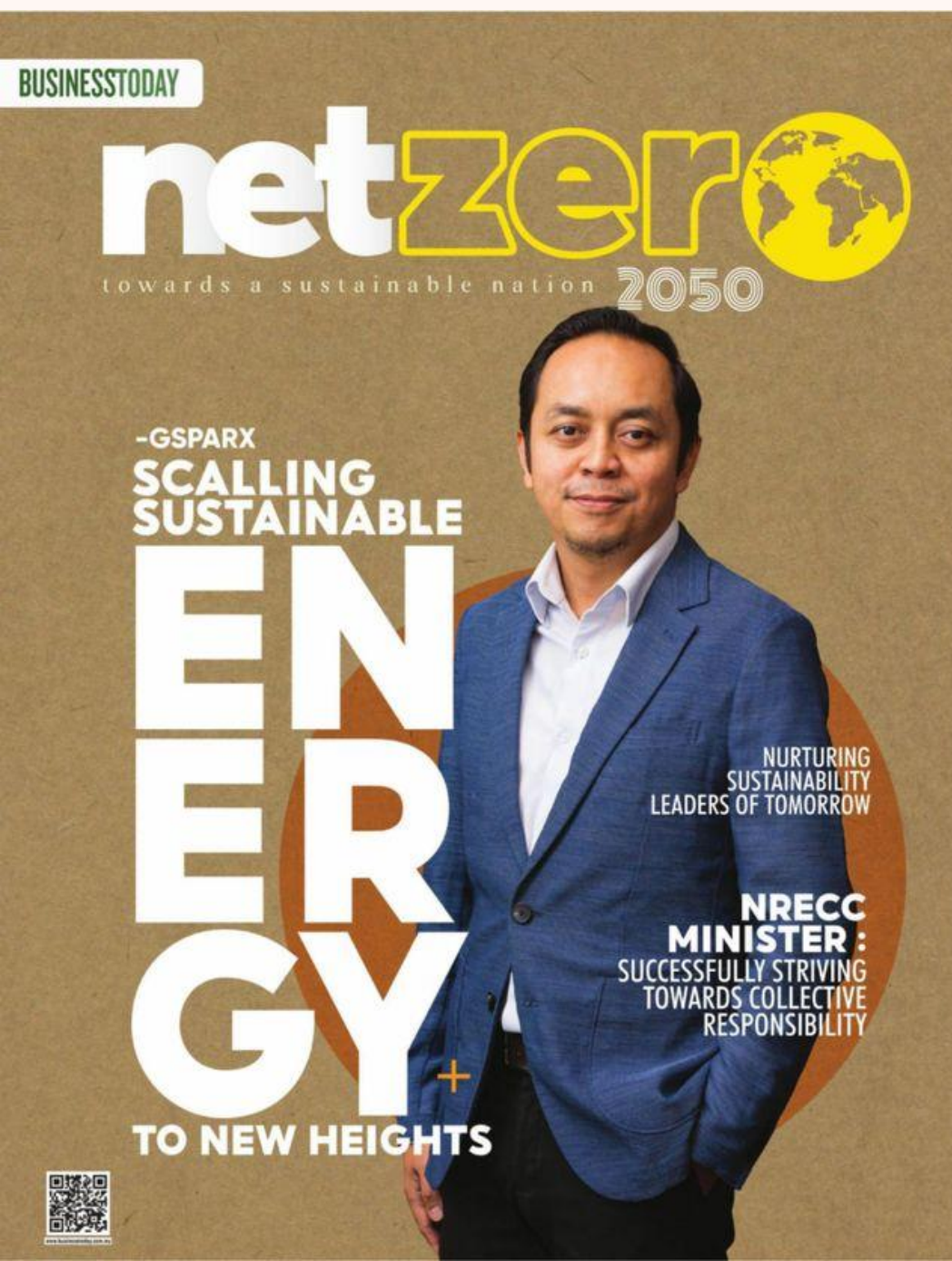
3R



environment and
carbon emission



OUR 2023 EDITIONS ROCKED!



- Our initial plan was to launch one issue of Net Zero 2050 per year with the first edition being graced by Tenaga Nasional Berhad's Gsparx CEO.
- The issue also included an exclusive interview with Minister Nik Nazmi
- But due to the overwhelming response after the launch we introduced the second edition featuring Tourism Director General who spoke about Eco Tourism. Which became another hit!
- So, this year we have decided to give more focus on Net Zero with a quarterly series. Still limited!

Introducing Net Zero 2050 Quarterly

- With just 4 issues a year, the Net Zero 2050 Special Edition by BusinessToday will focus entirely on the most pressing issue that is of concern globally.
- Each edition will focus on a topic that requires addressing in the immediate term.
- Our team of experienced editors and writers will talk to experts in environment, climate change, policymakers, Ministers etc.
- The aim to gather as much useful information on Net Zero for our readers who then can use it for their business strategies and awareness and to educate others.



Themes And Synopsis



MALAYSIA'S CARBON ZERO CHAMPIONS

Issue 1



RISE OF THE GREEN ECONOMY

Issue 2



MEETING NET ZERO STANDARDS

Issue 3



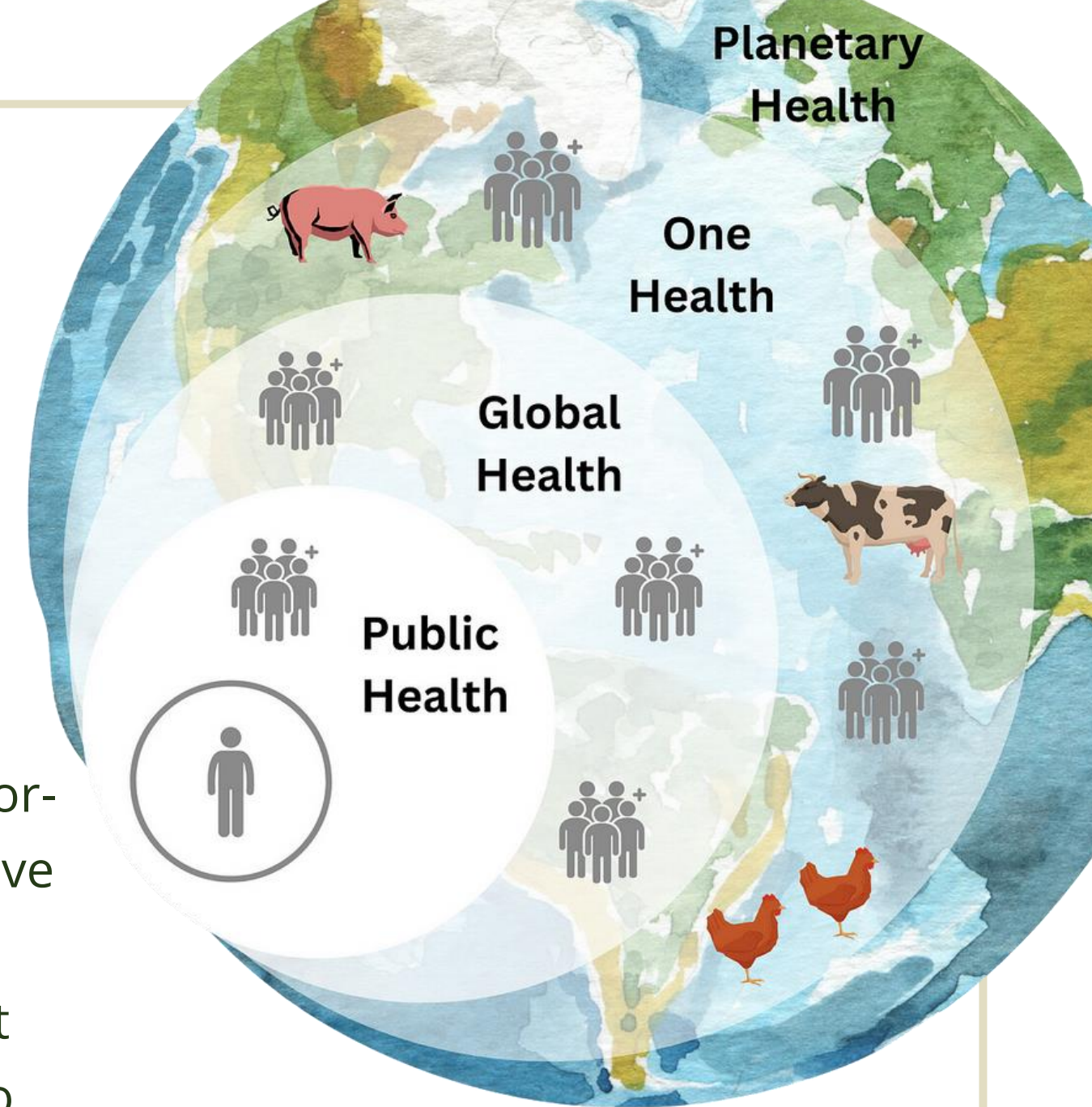
ENERGY TRANSITION & MOBILITY


Issue 4



March: Malaysia's Carbon Zero Champions

- NGOs, Individuals, Companies, GLCs, Public Sector-NZ2050 will look at those who have taken an active step in promoting carbon reduction
- We speak to them on their projects, achievement and empirical results they can share for others to emulate
- At every point we will be looking at the barometer on how close are we in achieving the intended targets
- Agencies like DOE, UNSDG, MIDA etc will be sharing their latest report





National Energy Transition Roadmap aiming to derive 70% of its energy supply from renewables by 2050, a more exacting goal than the previous 40% by 2035.

Green financing forms the foundation on which a green economy can be built to successfully thrive. As a key Enabler of the Green Technology market, green financing is aimed to create a prosperous green economy that will contribute positively to Malaysia's socio-economic growth by:



June: Rise Of The Green Economy

- Southeast Asia green economy is estimated to be USD200 billion in 2030
- Major industries developing the GE include solar players, waste management companies,
- NZ2050 will look into how the industry is growing
- The future of GE and its estimated value in 2050
- Challenges and opportunities
- Policy, support and regulations GE players should know about
- What industry players are saying about the prospects
- BT Will talk to SEDA, Energy Commission, Petra, JPS, MIDA, DOE
- The Green Economy is worth USD 10 trillion

Content Direction

- MGTC to share more about Green Tax Incentives, and green Income tax exemptions that motivate companies to go green
- SEDA Large Scale Solar- how companies can be involved to help in energy transition and also as a viable business
- MIDA- attracting large sustainable investment into the country; how local corporations can be part of the supply chain
- PETRA- how new renewable energy sources can give rise to a new economy According to a report transitioning to renewable energy will save Malaysia between USD 9 billion and UDD 13 billion annually by 2050 in avoided energy, climate, and health costs.
- Consumers- using solar at home can save electricity bills and also excess energy can be returned to the grid
- 3R- Alam Flora, KDEB
- Carbon Capture- Petronas
- Sustainable manufacturing- How companies can appeal to the new generation with more sustainably produced goods



MINISTRY OF INVESTMENT, TRADE AND INDUSTRY
DEPARTMENT OF STANDARDS MALAYSIA

GETTING TO NET ZERO 2050

Department of Standards Malaysia as a member of ISO supports global climate efforts to combat climate change through standards. ISO had published ISO IWA 42 - Net Zero Guidelines document which provides guidelines to achieve the Net Zero target. ISO currently offers free download of the globally agreed guidelines which can be accessed.

September Achieving Net Zero Standards

- Can Malaysian companies achieve both local government and international net zero standards?
- BT will explore this and highlight the challenges faced and also how to overcome them
- How the public sector is handling the criteria and the private sector
- What are the standards?
- Example of companies achieving
- BT will talk to SIRIM, EC, Economic Ministry, MITI, MATRADE, SEDA





December Energy Transition And Mobility

- Driving EV adoption towards a greener path
- Charging stations expansion and energy support
- Industry players embarking in sustainable mobility
- Hydrogen is an excellent energy carrier and will play an important role in the decarbonization of multiple industries, such as cement, steel and transportation
- Logistics and warehousing in their transformation journey

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

The Special Supplement will be distributed in the following areas:



20,000

MINISTRIES & PARTNERS

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



1,168,000

BT DIGITAL PLATFORM

WEBSITE, FACEBOOK, LINKEDIN, TWITTER



33,000

NEWSLETTER

30,000 HIGH NET WORTH EMAIL SUBSCRIBERS



111,360

PRINT + E-EDITION

**DISTRIBUTION
& REACH**

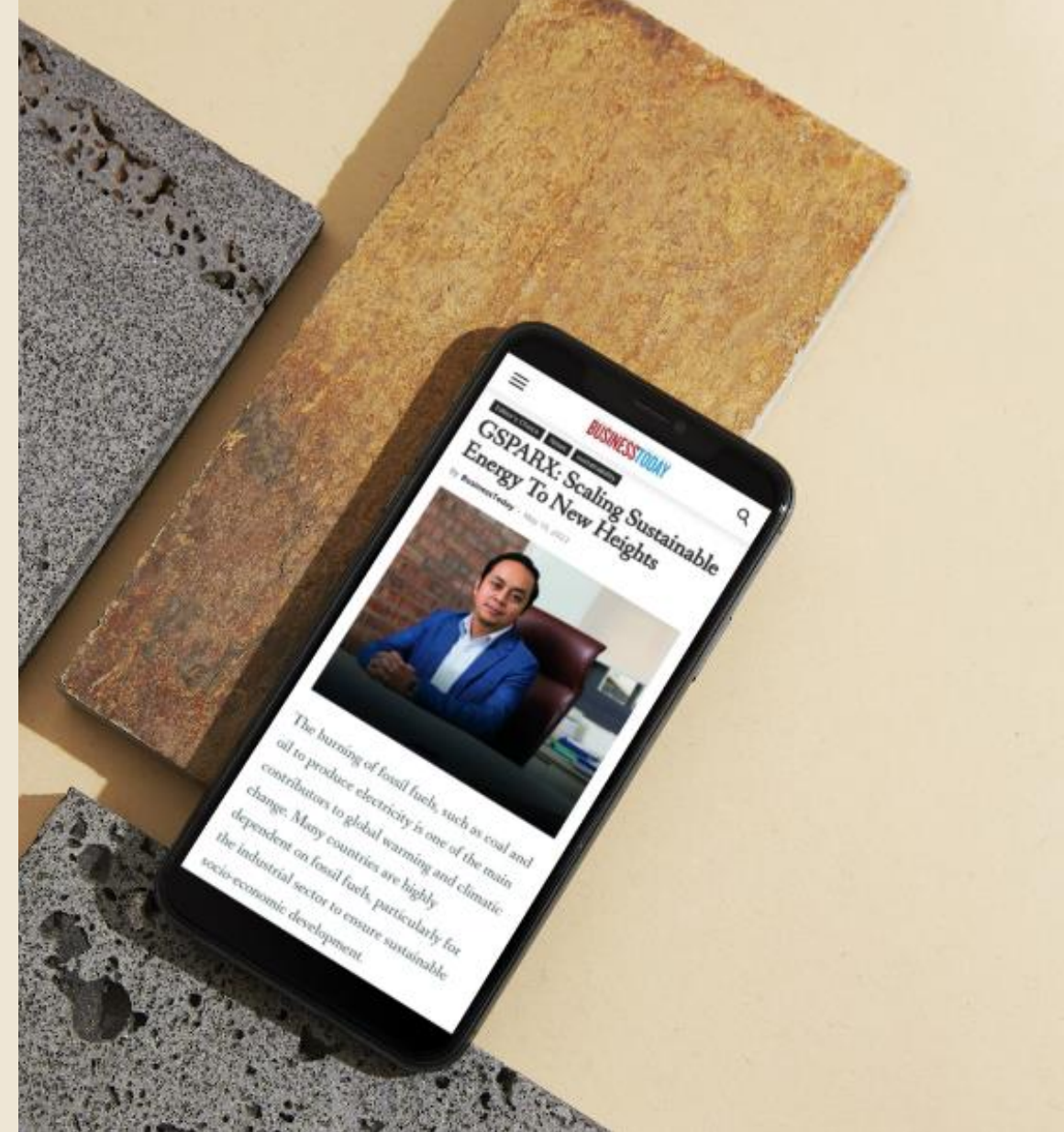
1,329,360

PREVIOUS EDITION NET ZERO 2050

Towards A Carbon-Neutral Malaysia 2050

[See More](#)

[Read More](#)



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Efforts to apply awareness about the importance of preserving and protecting the environment are important to guarantee changes in community living practices towards achieving a more sustainable future for future generations

Dato Hamzah Bin Husin CEO, SEDA



PACKAGE OPTION

01

RM40,000 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 RM25,000 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

Thank You!

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