

# **SPEECH BY DATO' TEO CHIANG KOK DIRECTOR, 1 UTAMA SHOPPING CENTRE**

## **Go-Green – Get to Grips with Climate Change Official Launch**

5<sup>th</sup> June 2008

(In conjunction with World Environment Day)

- YB Datuk Ong Ka Chuan, Minister of Housing and Local Government
- Joanna Bessey, Go Green – UNDP Ambassador
- Representatives from Nature Societies and Corporate Sponsors
- Media friends
- Ladies and Gentlemen

Good afternoon and a warm welcome to everyone to 1 Utama. We are very honoured indeed to have Yang Berhormat Datuk Ong Ka Chuan, Minister of Housing and Local Government with us today to launch our community project 'Go Green – Get To Grips With Climate Change'. Thank you YB for joining us on this special day.

Ladies and gentlemen, 1 Utama has always been a pioneering force behind environmental initiatives and continue to set new standards for shopping malls in Malaysia. When we started the development of 1 Utama, we envisioned the incorporation of the green concept into the building's architectural and engineering designs way before going green became a buzz.

1 Utama was first in installing ice-storage air-cond system to utilize idling off-peak electric power from TNB and by so doing also reduces our electric power demand during peak hours. If more buildings developers were to do the same, then collectively the reduction of peak demand will allow TNB to defer building more fossil burning generating –plants just to meet peak demand. By building capacities just to meet peak demand also means that the peak capacity will become idle during off-peak periods which translate to wastage of resources.

Other eco-friendly innovations were also introduced into our design. We have installed a computerized central monitoring system that controls all our mechanical and electrical equipments including air-conditioning, escalators, lifts , pumps , lighting etc and the system is programmed to constantly optimize the use of energy.

We have also incorporated rainwater collection and harvesting to reduce the consumption of treated water. Rainwater collected is used for our air-cond cooling tower needs, flushing of toilets and for landscaping. Our Minister of housing would be happy to note that by collecting rain water, it also effectively acts as a detention process which helps to reduce the incidence of flooding arising from our torrential rain. By harvesting rainwater we are able to reduce by about 30% consumption of treated water. Apart from saving the energy used to treat, chlorinate, pump and distribute treated water, the release of treated water containing chlorine is detrimental to the environment. We have now extended this rainwater recycling and harvesting system into our Bandar Utama's new phases of residential homes.

All these initiatives are designed to not only reduce consumption of electricity and treated water but also demonstrate our efforts to minimise our impact on the environment.

Ladies and gentlemen, we believe in leading by example. We are committed to playing our humble role towards saving the environment. And so, in conjunction with World Environment Day, we are proud to premiere the 'Go-Green – Get To Grips With Climate Change' event. The idea behind this project is to raise awareness about the current environmental issues to our shoppers and more importantly, to instill the love for Mother Nature in our children, our future generation. Talking about Mother Nature, in order to create a tangible and physical reminder, we have incorporated a Rainforest within our mall planted with over 100 species of genuine Malaysian Forest trees together with a freshwater aquarium with some 50 species of freshwater fish found in our Malaysian rivers and lakes.

For the next 4 days, we have lined up a series of back-to-back, fun-filled eco-workshops and story-telling sessions and recycling games which are designed to inform you about the effects of extreme climate changes on humans and the environment and promote to you how to play your part in environmental conservation. There will also be organic cooking demonstrations to teach you about healthy eating. If you are looking to be entertained, you can look forward to eco-performances ranging from a eco-percussion musicals to a specially-choreographed nature dance, and a children's play called 'Tears of Trees'. We will also be promoting a wide variety of 'green' products so that our shoppers can kick-start their green living'.

Ladies and gentlemen, we want everyone to know that being environmentally friendly does not have to be an inconvenience, and everyone can play a part to save Mother Nature. This event is our platform to raising environmental awareness to the Bandar Utama community, our shoppers and to a larger scale, all Malaysians. It is our hope that we will be able to constantly collaborate with the Ministry of Housing and Local Government and nature societies to achieve this objective.

We are proud to say that 1 Utama is currently running green projects with significant success and with very positive feedbacks. In our efforts to encourage reduction of

use of plastic bags we have given out over 22,000 1 Utama tote bags to shoppers to encourage recycling and re-use of such carry bags. We also embarked on our 'Recycle-A-Bottle' project early this year with the objective of instilling recycling habits in our employees, tenants and shoppers.

One program very close to our hearts is trying to change the mindset of the wasteful need of wrapping of presents. Wrapping papers consume trees and are wastefully used just once and are torn and thrown away when one opens a present. It is our sincere belief it's the thought of giving that matters and sincere thoughts need no wrappers. We have initiated our 'Go Green Without Wrapping' campaign by giving out stickers and gift tags which can be used as substitutes for wrapping papers.

Even our loyalty card ONECARD privileges+ encourage its members to log on to the official website for updates of the ONEstyle quarterly magazine and ONEbuzz monthly newsletter instead of hardcopies of these magazines.

Ladies and Gentlemen, The World Environment Day is a day of reminder and a day of hope. We are reminded that our disregard for the environment has resulted in extreme climate changes. We have witnessed how natural catastrophes have brought about numerous human casualties and sufferings. But we are also reminded that today is a day of hope. Hope that we will educate ourselves on environmental issues and take on a more active role in reversing the damages we have done to the environment.

I hope that by the end of the Go Green event, everyone who has participated will have a different perspective on climate change and realise that all of us have an important role in saving the environment. I believe that every one of us can make a difference, no matter how small our part. My message to you is Start Today. Go Green. Get to grips with climate change.

Ladies and gentlemen, before I conclude, I would like to take this opportunity to thank all our corporate sponsors, nature societies and associations for their generous support and passion in making 1 Utama's 'Go Green' a great 'green' event.

I would also like to extend my sincere thanks to everyone present here. A special thank you to YB Datuk Ong Ka Chuan and Joanna Bessey, Go Green - UNDP Ambassador. Thank you for taking the time out to officially launch our 'Go Green' Campaign.

Thank you.