

## **CAMPAIGN DETAILS**

Written by Administrator

Tuesday, 15 February 2011 00:18 - Last Updated Wednesday, 18 June 2014 04:47

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### **Jointly Organised by**

- Federation of Malaysian Consumers Associations (FOMCA)
- Ministry of Energy, Green Technology and Water

### **Implementing Agency**

- Water and Energy Consumer Association of Malaysia (WECAM)

### **With Support**

- Tenaga Nasional Berhad (TNB)

### **Main Objectives**

- To raise the awareness of the Malaysians on the concept of energy conservation,
- To promote the practice of energy efficiency among domestic, commercial and industrial consumers,
- To encourage the use of Energy Efficient equipments among domestic, commercial and industrial consumers.

### **Campaign Core Aims**

The campaign will convey simple and exact messages to all levels of society on the issue of energy conservation and energy efficiency through:

- Practical conservation tips
- Billing facts
- Energy usage chart
- Auditing energy usage in homes and work place
- Interactive activities
- Awareness on energy efficient products

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### **Programmes**

- Primary School programmes
- Secondary School programmes
- Industrial programmes, and
- Public programme

### **Target Groups**

- Domestic Consumers
- Government Agencies
- Commercial Consumers
- Industrial Consumers