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

Programmes

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

Target Groups

- Domestic Consumers
- Government Agencies
- Comercial Consumers
- Industrial Consumers