

**THE ENVIRONMENTAL MANAGEMENT
AND RESEARCH ASSOCIATION OF
MALAYSIA (ENSEARCH):-
THE 4TH K.KUMARASIVAM MEMORIAL
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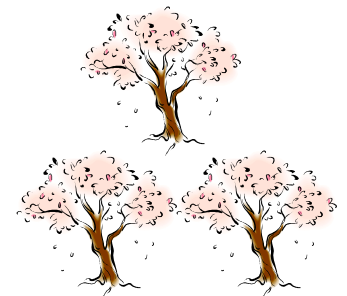
*“Corporate environmentalism and green
consumerism – the ETI push-pull factor”*

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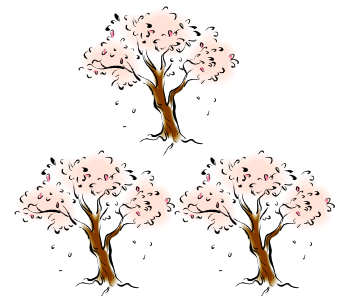
➤ Putting things together and in perspective, the start-line of my understanding of ENVIRONMENTALISM is a rearranged “3 threes” approach, or the “3 X 3 Approach”, in a Supply and Demand Equation, viz:-

- The first three: 3R’s,
- The second three: 3E’s, and
- The third three: 3P’s



➤ I assign the 3R's to the Demand Side, with corresponding snaps:-

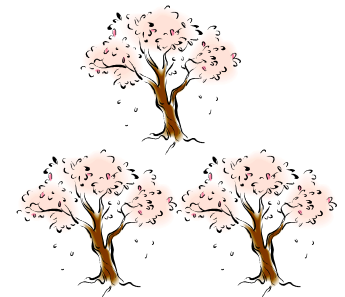
- Reduce (more for less),
- Reuse (par-excellence maintenance; e.g. upkeep, repair, de-bottlenecking, or, revitalized, modernized, computerized, and
- Recycle (saved, salvaged, reprocessed - i.e. waste to wealth, or: waste not want not).



➤ The 3E's define the overall Equation:-

- Ecology (the impact),
- Economics (the consequence), and
- Equality (the common denominator).

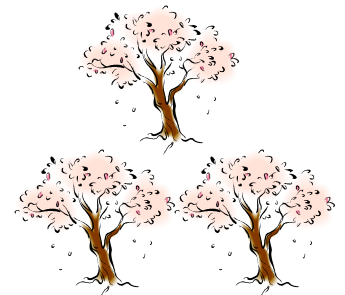
“Smog is back in Japanese Cities” – so said the Star on Saturday, 25th August, 2007 (Page W36) which reported:- “Smog is menacing Japanese cities for the first time in 30 years and cropping up in rural areas for the first time ever, alarming the government and point the finger at neighboring China....”



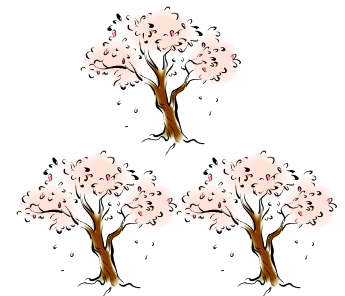
➤ Completing the Equation, the 3P's bring up the Supply End:-

- People (the cause),
- Priorities (the wishes),
- Politics (the power – benevolent or abuse?)

The people live off and survive on the breasts of Mother-nature, and being caring, Mother-nature understands our need, but not our greed.

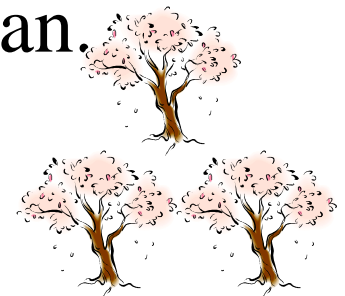


- 1986 – Start of GATT’s Uruguay Round (Trade in Services included for the first time)
- 1992 – UN organized the Rio Summit; only the year before
~ Mahathir launched Vision 2020,
 - Malaysia – one of 4 Asian Tigers,
 - Malaysia became “Boleh-land”
 - Malaysians becoming more confident and slipped into complacency.
- 1995 – WTO replaced GATT – introducing the phenomenon of globalization; meaning trade liberalization, and now Trade is linked to Environment.



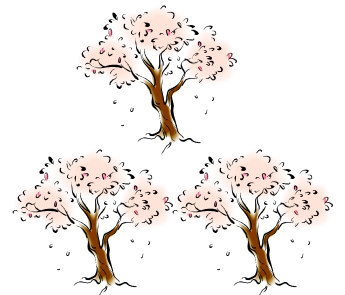
- o Climate change, green house gases and environmental degradations are real.
- o Malaysia, a trading nation, encounters market forces determined by green consumers.
- o The environmental agenda forms the back-drop of measures originating from the E.U.

“The threat of global warming and high price of oil are ... seeding the new revolution – a green one” – the hope of a young Malaysian.



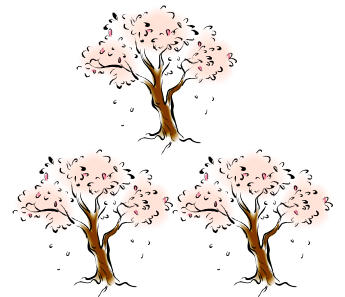
“A sustainable energy future is possible, but only if we act urgently and decisively to promote, develop a full mix of energy technologies – including improved energy efficiency for buildings, industry and transport, more efficient use of natural gas and coal, renewables, and where acceptable, unclear energy”

– a quote and the “prayer” from the Opening of the International Energy Conference 2006, i.e. the 2006 iEC, organized jointly by AAET and ACCCIM.



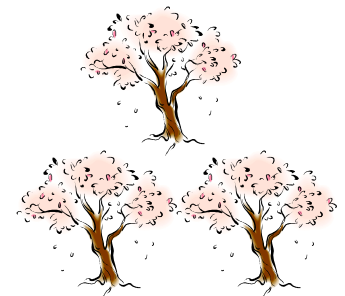
“Sea level rise and agricultural changes due to climate change are estimated to result in 150 million environmental refugees by 2050; 50 million people globally may be displaced due to climate change induced famine...”

a quote from Dr. Rajendra K. Pachauri
(Chairman of the Intergovernmental Panel on
Climate Change, India); also at the 2006 iEC.

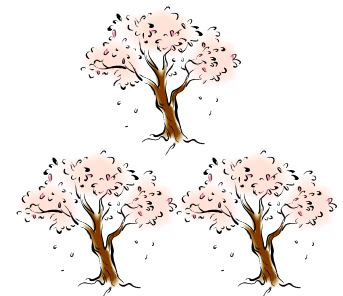


➤ For Engineering Technology and Innovation (ETI) to be effective, there must be in place the “3T’s” as follows:-

- Talent: equates to knowledge-workers in the 21st Century commercially flattened, on-line, real-time global market place dealing with the new k-economy.
- Technology: the acquisition and utilization of which should have no gap in the supply chain; and be based on technology fundamentals.
- Tolerance: don't cramp the styles of the young, the forward-looking, the liberals, the progressive and the talented.



- “Environmentalism”: distilled to its fundamental core value is all about “care”.
- Our “care” should be the path-finder of a meaningful life of mindful concerns; the anchor of our principles and social responsibilities; and our “care” should be the very essence of our bothered conscience.
- When our “care” floats up to a spiritual level expression and exercise of “care”. EMS can be IMS ~ Integrity Management System will result in less corruption, with Good Regulatory Practices (GRP) also!?



- I respectfully dedicate this public lecture to the memory of the late Ir. K. Kumarasivam.
- May his legacy in championing environmental management and research motivate us all to
 - adopt our own personal EMS ~ leading to IMS and GRP; both of which add up to a desired
 - corporate-governance which will prove to be accountable and transparent.
- Corporate environmentalism, is after all, good corporate governance.

Thank you, Green Consumers.

