

**Businesses Must Address Public Expectation - Muhyiddin
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KUALA LUMPUR, Jan 20 (Bernama) -- Businesses must address public expectation and ensure that their efforts to reduce environmental impact in their business processes are realised without sacrificing product's quality or function, Deputy Prime Minister Tan Sri Muhyiddin Yassin said.

He added that businesses must recognise the fact that the expectation of the public had increased, especially now that the public has become more environmentally aware and informed.

"I must emphasise that, this role is no longer a simple matter as just controlling pollution.

"Business community today must take into account the impact of their operations at every stage -- from the extraction of raw material through distribution to consumer use and final product disposal," he said at the Prime Minister's Hibiscus Award 2010/2011 presentation ceremony, here.

Muhyiddin also urged the business community to continue to strengthen its role and the leadership as well as drive towards finding pragmatic and sustainable solutions.

He said the companies should participate in carbon disclosure projects and putting in place mechanisms to report output of efforts to reduce carbon emission and pursuing energy and process efficiency across its operations.

He added that they should also benchmark the greenhouse gas (GHG) impacts of their various products and services and to promote awareness and understanding among stakeholders and customers, of energy issues and GHG emissions.

"I am happy to mention that we are on course to achieve the 40 per cent reduction in carbon emission intensity by the year 2020.

"The significant role contributed by the private sector in achieving this target is immense, and therefore I look forward to greater participation especially from other companies who have yet to adopt green practices in their business operations," he added.

Muhyiddin said the government would continue to support the business community to go green, by providing various incentives and assistance as demonstrated in the setting up of the Energy, Green Technology and Water Ministry as well as the commitments incorporated in the National Green Technology Policy.

At the ceremony, Petronas Carigali Sdn Bhd (Peninsular Malaysia Operations) was awarded the highest honour for exceptional environmental performance, bagging the Challenge Trophy.

Petronas Carigali Sdn Bhd was among 23 companies from the private sector which received the Prime Minister's Awards -- the country's premier environmental awards that recognises

environmental accomplishment and leadership.

The awards also serves to create environmental awareness among enterprises that have yet to demonstrate stewardship and identify improvement in environmental management.

Muhyiddin presented the awards. Also present was Natural Resources and Environment Minister Datuk Seri Douglas Uggah Embas.

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