



PENANG GREEN COUNCIL

IMPACT METRICS 2024



**ENABLE
EMPOWER
ADVOCATE**



PENANG GREEN COUNCIL
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KEY ACCOMPLISHMENTS

MAJOR EVENT

ENVIRONMENT EDUCATION & OUTREACH

AWARDS & INCENTIVES

Penang International Green Conference & Exhibition 2024

250,000

estimated number of visitors and social media outreach

Earth Hour Celebration 2024

>7800

public engagements

80

companies

Earth Day Celebration 2024

Penang has made the Malaysia Book of Records (MBOR) for 'Planting One Million Trees in One Day' in conjunction with Earth Day.

1.25 million trees

have been planted across the state

World Environment Day Celebration 2024

Melodies of Change Songwriting Competition in conjunction with World Environment Day.

Proudly presenting **Nature Call** as the official environmental song of Penang State.

Penang World Cleanup Day 2024

>100

participants

Green Pinang Awards Presentation Ceremony 2024

120

attendees

40

winners & recipients

Youth Climate Summit (YCS) Southeast Asia 2024

A global initiative that aims to convene, inspire, and network young people to effectively lead on climate change through knowledge and skills in climate science, impacts, justice, and solutions.

320

participants

20

mentors

Eco Talks

40

sessions

10,396

public engagements

Public Environmental Outreach

>582

public engagements

Sharing & Interviews

>3,000

public engagements

Roadshow

>2,000

public engagements

AWARDS & INCENTIVES

AWARDS

Penang Green School Award



96

submissions received

RM25,000

total prizes

Penang Toray &+ (AND PLUS) Recycling Competition 2024

PET Plastic Bottles Collection

89

schools

7,000kg

collected

INCENTIVES

Penang Green Office, Food Waste Challenge & Penang Green Event Incentive



36

offices certified with PBAPP Aqua Save Certification

RM55,000

total incentives

Penang Green Kindy Incentive

RM7,500

total incentives

COMMUNITY ENGAGEMENT

Endorsement

MAMPAN Directory

as of Nov. 2024



13

applications

9

waste categories

183

recyclers

Penang Green Hub

88

organisations

Penang Green Citizen

25,424

pledged

Penang Green Market by PGC



12

sessions since Nov. 2023 - Nov. 2024

35,000

estimated number of public engagements

KEY ACCOMPLISHMENTS

SOCIAL MEDIA ENGAGEMENT

>62,295

followers



39,378



18,614



2,447



1,562



212



82

Public Engagements

>456,177

PENANG GREEN AGENDA

INTRODUCTION

Penang Green Agenda (PGA) 2030 is a framework designed to guide Penang in achieving the UN Sustainable Development Goals (UNSDGs).

It provides recommendations and strategies for the following 10 focus areas:

- Group 1 : Land Use & Planning
- Group 2 : Disaster Risk Reduction & Management
- Group 3 : Green Economy
- Group 4 : Agriculture
- Group 5 : Marine & Coastal Management
- Group 6 : Sustainable Mobility & Connectivity
- Group 7 : Green Building & Township
- Group 8 : Water & Sanitation
- Group 9 : Governance & Institutions
- Group 10 : Biodiversity & Natural Ecosystem

GUIDING POLICIES

- Penang2030
- UN Sustainable Development Goal
- Penang Green Agenda
- Circular Economy Roadmap

Full PGA Report:



Report on Climate Change Impacts in Penang:



MILESTONES

GREEN ECONOMY

Penang Green Hotel

Implementation on Penang2030 Target (D4T3): 80% of hotels in Penang practice green concept.



89

companies as of Nov. 2024

Penang Energy Framework



Penang State Government has introduced the Penang Energy Framework (PEF), which outlines renewable energy (RE) and energy efficiency (EE) targets along with a comprehensive Action Plan. This framework is also supporting the National Energy Transition Roadmap (NETR).

Penang Green Industry Circular Economy and Industry Programme

229 participants

PLATFORM FOR PARTNERSHIP AND CAPACITY DEVELOPMENT

Objectives:

- Reduce environmental impact of production and consumption within the manufacturing sector.
- Improve productivity, environmental performance and competitiveness.
- Transform Penang into Green Industrial Hub.

Penang ESG Awards 2024

26

awarded companies

Batu Kawan Traffic Survey: Report completed





HIGHLIGHTS

