



# THE INVESTPENANG E-ZINE

## Contacts



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### Green Plan for Construction Sector

A green strategy is expected to be developed for the construction industry at the Green Solutions Property Conference on April 6 at Sime Derby Convention Centre, Kuala Lumpur, in line with the government's commitment for a 40 per reduction in greenhouse gas by 2020, *Business Times* reports.

At a recent media briefing on the conference, Housing and Local Government Minister Datuk Seri Kong Cho Ha said green building solutions for the property sector cover not only the materials but also the design and the environment.

Eastern Regional Organisation for Planning and Human Settlement (Earoph) Malaysia deputy president and Rehda Institute chairman of the board of trustees, Datuk Eddy Chen Lok Lai, said suggestion to encourage buildings to incorporate solar panels, water harvesting systems and shading materials and to monitor earthworks will be put forward.

The event is jointly organised by the Real Estate and Housing Developers' Association (Rehda), Earoph Green Technology and Sime Darby Property Bhd.

### SolarWorld in Qatar venture

Germany's biggest solar company by revenue, SolarWorld, had bought nearly a third of Qatar-based polysilicon joint venture, Qatar Solar Technologies.

The latter will invest over US 500 million to build a solar-grade silicon plant with a yearly planned capacity of 3,600 tonnes.

Production is scheduled to begun in Q3 2012.

### Obama's New Home Rebate Plan

United States President Barack Obama has announced a US 6 billion home rebate programme to encourage Americans to opt for energy efficiency when upgrading homes.

The "Homestar" plan rangers from the low-end "Silver Star" rebate - in which homewoners will get up to 50 per cent of rebate of up to US 1,000 for simple home improvements such as repairs to insulation - to the energy retrofit "Gold Start" rebate of up to US 3,000 for those seeking to achieve 20 per cent home energy saving.

The rebate will be made available directly from hardware stores and contractors to



accommodate do-it-yourself homeowners and professional workers.

### Green Loans to Cut Carbon Emissions

To cut greenhouse gas emissions from housing by 29 per cent by 2020, the British government has announced a “Warm Homes, Greener Homes” plan to help householders install energy-efficient technologies such as solar panels and insulation, the Press Association reports.

Under the plan, six million homes will be

insulated by 2011, all lofts and cavity walls where it is practical to do so will be insulated by 2015, and seven million eco-upgrades will be offered to householders by 2020.

Also, all homes will have smart meters installed by the end of the decade and all social tenants will get free energy upgrades on their homes from power companies.

(Source: New Straits Times)

### Large reduction in greenhouse gas emissions in 2009 for Irelands Emissions Trading Companies

Data submitted by the Environmental Protection Agency (EPA) to the EU Commission show that emissions of greenhouse gases in 2009, for companies in Ireland covered by the Emissions Trading Scheme (ETS), are over 15% lower than in the previous year. This very large year-on-year reduction reflects the severity of the economic downturn, which began to have significant impact during 2008 and which is now very evident. It also continues a well established downward trend in our recorded emissions since the ETS commenced in 2005. In the EU as a whole, results for 2009 - from almost 10,000 installations in the ETS - show an overall reduction of over 11% on 2008.

GHG emissions from Irish companies participating in the Emissions Trading Scheme had steadily declined from 22.43 million tonnes of carbon dioxide (Mtonnes CO<sub>2</sub>) in 2005 to 20.38 Mtonnes CO<sub>2</sub> in 2008. However Ireland's Emissions Trading Scheme companies

showed a significant further drop in emissions to 17.22 Mtonnes CO<sub>2</sub> in 2009, which compares to an allocation under Ireland's National Allocation Plan to these installations in 2009 of 19.97 Mtonnes CO<sub>2</sub>. This has resulted in an over-allocation in 2009 as compared to previous years where there was an under-allocation to participating companies.

Dr. Ken Macken, Programme Manager, commented:

“Emissions Trading Scheme installations with the largest reductions in emissions are mainly in the power generation and cement sectors reflecting the significant drop in activity in construction and electricity consumption. It should be noted that the Allocation Plan covers a five year period and the overall outcome will not be clear until the end of 2012.”

Over 100 major industrial and institutional sites in Ireland are covered by the Emissions Trading Scheme. These include power generation, other combus-

*“Business is the only mechanism on the planet today powerful enough to produce the changes necessary to reverse environmental and social degradation”*  
-Paul Hawken-



**Caption describing picture or graphic.**

tion, cement, lime, glass and ceramic plants and oil refining. Also included are large companies in areas such as food & drink, pharmaceuticals and semi-conductors.

(Source: Environmental Protection Agency)



*“Some problems are so complex that you have to be highly intelligent and well informed just to be undecided about them.” –Laurence J. Peter-*

### **Largest European Operators are Confident of Mobile Advertising Potential**

The largest Eastern European mobile advertising conference, Mobile Advertising Congress Bucharest, was held under the aegis of The Marketer magazine and the Romanian branch of Vodafone Holdings at the end of February. The event, which featured a varied program with a wide variety of speakers from across the sector, focused heavily on geotargeting.

What makes geotargeted broadcasting so appealing is the opportunity to deliver advertising messages which take into account a subscriber's preferences, location and time, which considerably increases the value of obtained information. For an advertiser, the value of such a contact is substantially higher, as opposed to traditional promotion tools.

Conferees confirmed viability and potential of mobile advertising in mature markets. For example, Marco Kind, Chief Marketing Officer at Vodafone Romania, the most successful telco in this area in Eastern Europe, reported that over 50% of subscribers had already subscribed to mobile advertising services.

Evgeniy Zubakov, Business Development Office Director at Bercut Ltd., commented: "It is quite natural that market players show interest in geotargeting as a source of extra income based on existing technological and marketing resources. But when developing an interaction scheme, it is important to take into account interests of all parties, including a telco, a media agency and a direct advertiser, as well as market trends and features of a specific operator. I am grateful to Vodafone for giving us an opportunity to share our experience in this area in our speech at the conference. We keep on developing the services based on geotargeting in order to guarantee the stable growth in incomes from mobile advertising for telcos."

(Source: AsiaNet)





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## Crowley Invests 4 million Euro in Energy Initiative

Dotcom survivor Norman Crowley has invested €4 million in a new business venture he believes will create thousands of jobs in energy efficiency.

Crowley, a co-founder of Irish dotcom Ebeon and AIM-listed Inspired Gaming Group, has developed an iPhone and internet application he described as "Google for energy efficiency".

He is targeting large firms and facilities management companies with the app - called Danu - which can tell users how much energy they are using and how to reduce costs.

"The statistics are staggering - companies waste 20-40 per cent of all the energy they use," according to Crowley. "If companies and houses became more energy efficient - using technologies that exist right now - we would meet all our Kyoto targets."

Crowley has also set up an energy services company - Crowley Carbon - which has created or licensed more than 100 energy efficiency products. In total, he has 32 staff in Ireland, Britain, Poland and Australia.

Crowley said that Crowley Carbon could create major employment for engineers, electricians, plumbers and other tradespeople.

(Source: Envirosolutions)

## Limerick School Finances Waterless Urinals with Pay-as-You-Save

The Model School in Limerick City has invested in waterless urinal systems to offset the scale of metered water charges introduced for schools and educational centres in January.

The school are expecting to benefit from large savings due to this new system.

BR Waterless Solutions, a Sligo-based company who installed the system have said that thousands of schools around the country are flushing money down the toilet by using conventional toilets instead of newer waterless urinals.

The average conventional urinal uses between 50,000 and 150,000 litres of potable water per year. With only two waterless no-flush urinals installed at the Model School, it will save up to €350 per year based on Limerick water charges of €2.30 per 1000 litres.

Ortwin Reintjes of BR Waterless Solutions explained that the urinals resemble conventional wall-hung urinals, but do not require a water supply or flush valve. Gravity helps the flow into the urinal trap and into the drain line and the urinals can be made of up to 30% soy bean resin.

The company have developed the country's first pay-as-you-save programme for national schools interested in using the Waterless No-flush systems.

(Source: Construct Ireland)

