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Promoting Green Technology

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This is the first of two articles on the awareness in promoting green technology.

KUALA LUMPUR, June 7 (Bernama) - Not many people understand what green technology is all about.

Green technology has been identified as a requirement for nations seeking to attain a 'fully developed' status in the 21st century. However, the truth is that a large number of people are still unaware of the existence of green technology.

The government, though, has been actively disseminating information about this technology which can greatly improve quality of life, through its ministries and agencies.

The government's objective is to ensure carbon emissions in the country are reduced by 40 per cent by 2020. It is crucial, therefore, that people at large, and not just the government, understand green technology.

Noting this requirement, Dimension Data (Malaysia) Sdn Bhd (Dimension Data) has come forward to assist the government in informing people about green technology by conducting the 'Go for Green Trail' programme.

GO FOR GREEN TRAIL

Concerned about Malaysia's carbon emissions, which the United Nations (UN) had estimated at 187 million tonnes or an average of 7.2 tonnes per person, per year in 2006, Dimension Data Malaysia took steps to promote eco-friendly and sustainable environment practices to the public.

The Go for Green Trail campaign, held on May 28, included plantation of 26 Meranti tree saplings in Tanarimba, Janda Baik. The company carried out this exercise as part of its corporate social responsibility (CSR) to reiterate its seriousness in conserving and safeguarding the environment.

But how is planting trees related to green technology? And why was Janda Baik, already a green region, chosen to launch the programme from?

Answering these questions, managing director for Dimension Data, Chong Hoi Ming, said trees not only produce oxygen, but also absorb carbon dioxide (CO₂) produced in human activities.

"After discussions with MNS (Malaysian Nature Society), we thought Janda Baik was a good place (for the programme). Furthermore, this place is actively participating in tree-plantation campaigns."

"By planting trees, we hope to make earth greener and counteract the effects of green house gases and global warming," he said.

Chong said the programme, held in collaboration with MNS, was also a novel way to establish Dimension

Data's new corporate identity, and commemorate 26 years of its operations.

The Meranti tree was chosen as it is a significant plant in Asia's tropical forests. Studies have shown that a single tree can soak up to 25 kg of carbon emissions in a year and produce enough oxygen to sustain human life.

The campaign, which required participants to walk through jungles, helped them appreciate nature and made them aware of the efforts needed to protect the environment.

SUPPORTING GREEN TECHNOLOGY

Given the gravity of climate change, Dimension Data believes it is time for everyone to come forward and support green technology.

Dimension Data acknowledges that its own operations play a part in the emission of greenhouse gases.

"As an IT company, we realise that we actually generate lots of carbon, right from equipment, power and technology. The least we can do is to show that we care for the environment by helping MNS through planting of trees," he said.

Dimension Data also helps to promote green technologies through its products.

One of its products, known as Connected Real Estate (CRE), helps clients revolutionise design, construction and operations of buildings, helping improve the Green Building Index (GBI). The concept of CRE epitomises the idea of transformed building environments.

CRE draws on intelligent systems that leverage the Internet Protocol (IP) to transform conventional buildings and management systems into self-sustaining structures.

Functions for elevators, visitor-access, security-monitoring, fire alarms as well as power utilities can be streamlined and automated through a single, flexible and scalable IP network. This significantly reduces the cost and complexity of managing the building.

"In our operations, we try to impart knowledge of conservation techniques to our clients...on how they can design their buildings incorporating green technology.

"Many buildings built today are not green enough. So, we advise them to use CRE, technology that can minimise power usage. For example, if they had to buy 40 servers for 40 applications in the past, today, they function with just one server and load 40 applications on that one server. When there are many servers operating, more heat is generated.

"With CRE, doing more will save power more," he said.

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