

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES

ENVIRONMENTAL CONSERVATION :
PROMOTION, AWARENESS AND
ATTITUDE AMONG UNIVERSITY
STUDENTS.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Environmental friendly technology or green technology is still relatively new in Malaysia as compared to developed nations such as Japan, United States, and other developed EU countries. However, green technology in Malaysia is beginning to garner serious attention from the public and the Federal government due to increasing environmental issues such as the various pollutions, health issues as well as energy concerns.

According to the Ministry of Energy, Green Technology and Water (KeTTHA), green technology is defined as the development and application of products, equipment and systems used to conserve the natural environment and resources, which minimize and reduces the negative impact of human activities. In addition, green technology refers to products, equipment or systems which satisfy the following criteria:

- It minimizes the degradation of the environment;
- It has zero or low green house gas (GHG) emission and It is safe for use and promotes healthy and improved environment for all forms of life;
- It conserves the use of energy and natural resources; and
- It promotes the use of renewable resources.