



The Knowledge to Decide

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New Straits Times

1 June 2008

More firms joining the green wave

Synopsis

Companies in the region are warming up to green policies, engaging in activities ranging from reduction of electricity and paper to purchase of more efficient machinery.

Spire's survey of over 100 global companies in the Asia-Pacific shows that 67 percent are engaged in environmental conservation activities. In Malaysia, the figure is slightly lower at just below two-thirds.

"There's a high level of awareness about the environment among these companies," says Spire Malaysia's country manager, Andy Djiwandono. "Even among the third that didn't have any specific green policy, 66 percent said they would start some form of environmental accounting in the coming five years."

The policies have been in place for some time, even as long as decades or when the companies first started up. Main drivers for most firms include the benefits of cutting costs by reducing waste and adhering to government regulations.

Across the region, it's the energy, industrial and automotive companies that lead on environment policies.

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