

The world has begun its quest to reduce its reliance on fossil fuel and seek alternative energy sources. By minimizing energy consumption, misperceptions and demand for conventional energy sources, maximizing the supply of and awareness towards renewable energy sources, and developing proper institutions, the optimal energy mix can be found to enable true sustainable development.

Governments are key drivers to their sustainable development in national, regional, and global spheres. A regional strategy based on sound economic, cohesive with each country's energy policies, should be formulated. We believe every nation must take conscious responsibility as part of the global community by committing to reasonable legally binding targets and participating constructively in international forums. Developed countries can transfer technologies to assist others in realizing their full alternative energy potential.

Nonetheless, compliance with policies requires actions by equally important stakeholders, such as households and businesses, which both have the social responsibility to fight climate change, and should thus be provided with well-conceptualized incentives to adopt energy efficient practices. For households, one way is to run television programs and/or commercials for families in both rural and urban communities to share such practices amongst themselves. Certification systems should also be more widely applied to educate families on how to select energy efficient products.

Market barriers prevent the implementation of energy efficient technologies by the private sector should be gradually removed. Tax incentives and disincentives should be in place to steer companies towards energy efficiency. Resource sharing amongst companies is another possibility. Training must also be provided to equip corporate personnel with energy management skills.

Furthermore, NGOs and tertiary institutions should be comprehensively involved. NGOs are frequently confrontational and should aim to be more moderate. Tertiary institutions should be motivated to undertake functional studies to research, develop, evaluate and guide the implementation of clean technologies, which must be applicable and practicable. Above all, youths have an increasing voice and should tap on their social networks to campaign for change. They may be the key in bridging the gaps amongst the various stakeholders. Youths must be empowered to make a difference to the world they will inherit.

## ENERGY AND ENVIRONMENT SEEKING SUSTAINABLE ENERGY OPTIONS

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