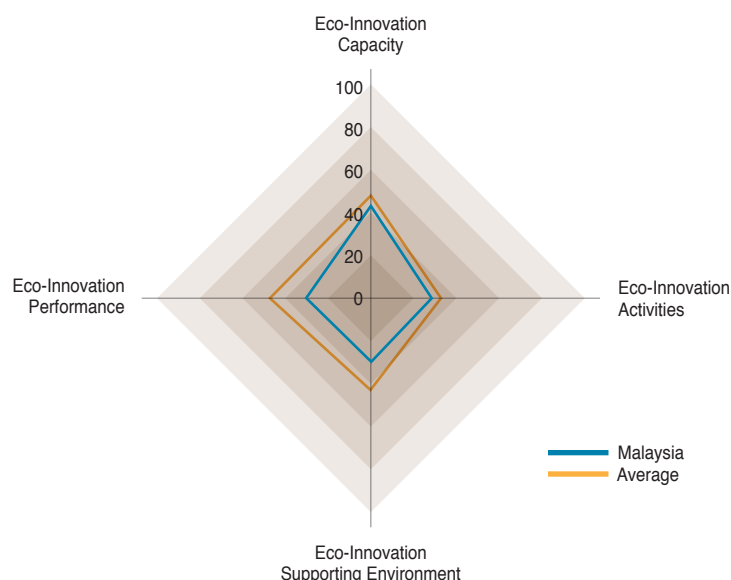


Malaysia



| | Malaysia | Average |
|------------------------|----------|---------|
| Capacity | 44 | 49 |
| Supporting Environment | 28 | 42 |
| Activities | 30 | 35 |
| Performance | 30 | 46 |

Fig 29. ASEI Result: Malaysia

Malaysia's Eco-Innovation Quantitative Analysis

According to the ASEI 2013, Malaysia falls below the average national score (Malaysia: 33/100, Average: 43/100) when compared to other twenty four ASEM member countries evaluated by the ASEI.

- “Eco-Innovation Capacity” criteria score is below average: each indicators included in this criterion score average level, particularly **Green Technology possessed/acquired Firms** indicator is higher than the average.
- “Eco-Innovation Supporting Environment” criteria score is below average: **Government’s R&D Expenditure in Green Industry** and **Investment Scale towards Green Technology SMEs** indicator scores record relatively low level yet **Implementation of Environmental Regulations** indicator score is above average.
- “Eco-Innovation Activities” criteria falls below average: **Commercialization Level of Green Technology** and **Economic Influence of Leading Environmentally Responsive Firms** indicators show lower scores than average yet **Green Patents** indicator illustrates a rather high score.
- “Eco-Innovation Performance” criteria is falls below average: particularly, **CO₂ Emission Intensity** and **Jobs in Green Technology Industry** indicators show far below the average.

Malaysia's Eco-Innovation Supporting Environment: Qualitative Research

| | National Vision & Strategy | National Policy & Programmes | Network, Partnership & Organizations |
|-------------------------|--|---|---|
| Eco-Innovation | <ul style="list-style-type: none"> Green technology financing scheme National automotive policy (2009 revised in 2013)⁶⁹⁾ | <ul style="list-style-type: none"> GreenTAG Endorse program Small Renewable Energy Programme (SREP) | <ul style="list-style-type: none"> Malaysian Technical Cooperation Programme (MTCP) EiMAS (Environment Institute of Malaysia) |
| Sustainable Development | <ul style="list-style-type: none"> The 10th Malaysia Plan⁷⁰⁾ | <ul style="list-style-type: none"> Economic transformation program⁷¹⁾ | <ul style="list-style-type: none"> The Malaysia-New Zealand Environmental Cooperation Agreement The Malaysia-Europe Forum (MEF) Roundtable Series on Sustainability: 'Future Cities – Urban Mobility' |
| SMEs | | | <ul style="list-style-type: none"> Cleaner Technology (1996) The EU-ASEAN SME Forum 2012: ASEAN Economic Community 2015 on "Challenges and Opportunities for EUROPEAN and ASEAN SMEs in the Services Sectors" (Nov 2012) South East Asian SME Forum (2011) |

Table 24. Malaysia's Eco-innovation Supporting Environment Qualitative Research

Major Organizations of Eco-Innovation in Malaysia

- 10th Malaysia Plan
- Economic transformation program

Overall Country Analysis: Key Features of Eco-Innovation in Korea

- Malaysia's tenth development plan (the 10th Malaysia Plan), Economic Transformation Program, and Government Transformation Program are pushing the potential growth of eco-innovation focused on 'unleashing productivity-led growth and innovation' and 'valuing environment endowments'.
- Malaysian SMEs takes more than 99% in Malaysia's total number of business firms and 56% in the total employment⁷²⁾. Thus, Malaysia has set a strategy to develop SMEs as an engine for growth and innovation and this move is prospected to push SMEs to be main actors of eco-innovation in the future.

69) *The National Automotive Policy (NAP)* <http://www.miti.gov.my>

The National Automotive Policy (NAP) was introduced on 22 March 2006 to facilitate the required transformation and optimal integration of the local automotive industry into regional and global industry networks within the increasingly liberalised and competitive global environment. The NAP is the main thrust for the formulation of the strategic directions of the industry under the Third Industrial Master Plan (IMP3), 2006-2020.

70) *The economic planning unit prime minister's department putrajaya, (2010), the 10th malaysia plan 2011-2015*

The Tenth Malaysia Plan houses the aspirations of both the Government Transformation Programme and the New Economic Model, premised on high income, inclusiveness and sustainability. It charts the development of the nation for the next five years, anchored on delivering the desired outcomes for all Malaysians.

71) *Economic transformation program ETP Handbook Chapter 6*

"We will strengthen other value creating activities in the oil and gas value chain and ensure that we have a sustainable energy platform for the future. ... At the same time we will ensure that we develop an energy efficient, diversified and sustainable energy mix to power our future"

72) *The Economic Planning Unit Prime Minister's Department Putrajaya, (2010), 10th Malaysia Plan 2011-2015*