



**Webinar on
Greening Media**

(Sustainable Practices for a Greener Tomorrow)

Date: 18 January 2024

Time: 02.00pm – 04.00pm Malaysian (GMT+8)

Project Background

Green technology aims to foster an eco-friendly environment by leveraging scientific advancements to reduce carbon footprints. This project delves into four primary pillars of green technology: energy, building, transportation, and waste management. The focus is on educating the media industry about green technology and fostering an eco-friendly ethos. The following objectives will guide the workshop.

Aims and Objectives:

- Introduction to Green Technology for Media Enhancement:
- Infrastructure Sharing to control electromagnetic radiation.
- Green content production and advancements.
- Streamlining Outdoor Broadcasting with minimal equipment.
- Embracing Green Computing and Adaptive Processing.
- Sustainable Practices in Green Building and Technology
- Exploring innovations in media towards sustainability.
- Green Supply Chain Management

Expected Outcomes:

Upon completing the session, participants will gain:

- A foundational understanding of green technology concepts within the broadcasting and media sector.
- Insight into current and future trends in Green Tech, emphasizing innovation.
- Knowledge of how green technology contributes to reducing carbon footprints in the environment.
- Awareness of the imperative use of renewable energy for an eco-friendly environment.
- Opportunities to connect and network with other professionals in the industry.

Participants List

- Media Professionals, Journalists, Editors, Broadcasters, Content Producers Media Managers
- Technology and Innovation Enthusiasts:
- Environmental and Sustainability Experts
- Media Policy Makers and Advocates
- Educators, Researchers and Students