EECA 2024 EnMS STARTER PACK

C9 · COMMUNICATION & TRAINING

Communication, Awareness & Training Plan

The communication matrix, motivation strategy and capacity-building programme GP46 para. 7.7–7.9 expect the Committee to run

An EnMS the workforce has never heard of is a filing exercise. GP46 makes the soft side mandatory: a communication plan with defined platforms, frequency, audiences, content and feedback channels; a motivation strategy; and awareness and capacity-building programmes reaching staff, top management and stakeholders. This plan gives the Committee the working instruments.

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DRAFT FOR ADAPTATION — this template is not regulatory advice. Prepared with reference to GP/ST/No.46/2024 (Pind. 1/2026) (Guidelines on Energy Management System), the Energy Efficiency and Conservation Act 2024 [Act 861] and the Energy Efficiency and Conservation Regulations 2024 [P.U.(A) 466/2024]; sources last verified 18 July 2026. Adapt every field to your organisation before use. Only Suruhanjaya Tenaga can determine compliance with the Act.

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1 Communication matrix (GP46 para. 7.8)

Define each recurring communication as a row. The matrix below is pre-seeded with a workable baseline — adapt, add, and have the Committee adopt it.

Communication	Objective	Audience	Channel	Frequency	Owner
Energy policy display and induction briefing	Every employee knows the policy and their role	All staff; new joiners	Notice boards, induction pack, intranet	Continuous; each intake	HR + REM
Monthly energy performance snapshot	Consumption and EnPI vs baseline and target, visible	All staff	Notice board / e-mail / dashboard screen	Monthly	REM
Committee meeting outcomes	Decisions and actions communicated to departments	Department heads	Minutes extract by e-mail	After each meeting (≥4/yr)	Management representative
Top management briefing	Progress, results and resource needs	Top management	Report + management review	Regular; review ≥1/yr	Management representative
ESM campaign communications	Behaviour measures adopted (set-points, switch-off, reporting waste)	Affected departments	Toolbox talks, posters, chat groups	Per campaign	Committee members
Feedback channel	Staff input and energy-waste reporting reaches the Committee	All staff	Form / QR / e-mail to REM	Continuous	REM
External / stakeholder note	Tenants, contractors and key suppliers know the applicable rules	Tenants, contractors	Circulars, contract clauses	Annually and on change	Admin / procurement

Structure per GP46 para. 7.8(a)–(e): platforms, timing and frequency, target audiences, information to be delivered, and a feedback platform.

2 Motivation strategy (GP46 para. 7.7)

Pick the mechanisms that fit your culture — GP46 lists the menu; commit to at least two and put them in the budget:

Mechanism	Example implementation
Internal competition	Monthly league of departments/buildings on EnPI vs their own baseline — published on the snapshot
External award competition	Enter a national/ASEAN energy award once the first cycle's results are verified
Recognition	Quarterly recognition of individuals or teams behind measured savings — presented at townhall
Financial rewards	A defined bonus pool share for target achievement or competition winners
Environmental and social responsibility	Tie savings to CO≥ figures in internal comms; link to the company's sustainability reporting

Mechanism	Example implementation
Performance standard	Energy responsibilities written into role KPIs for SEU owners and Committee members

3 Awareness and capacity building (GP46 para. 7.9)

Programme	Audience	Content	When	Evidence kept
General awareness	All staff	Orientation module, poster campaign, energy day / exhibitions, e-mail and website features	Ongoing; ≥1 campaign/yr	Materials, attendance, photos
Energy use performance awareness	SEU owners, operators	Energy statistics, specific energy use per equipment/department, scorecards	Monthly with the snapshot	Scorecards issued
Top management awareness	Top management	Action plan status, performance vs target, employee engagement	Quarterly briefing + review	Briefing packs, minutes
Training and capacity building	Committee, REM, operators, top management	EnMS roles, data and M&V basics, equipment-specific operation (chiller, compressed air, boiler), regulatory updates	Annual training calendar	Training records, competency assessment

Close the loop: GP46 para. 8.2(f) requires the annual results evaluation to assess awareness, knowledge and competency of staff — keep the attendance and assessment records this plan generates; they are that evidence.

4 Annual calendar

Month	Communication / campaign	Training	Owner
Month 1–2			
Month 3–4			
Month 5–6			
Month 7–8			
Month 9–10			
Month 11–12			

Make the numbers do the communicating. A live InnoSense dashboard on the lobby screen beats a quarterly poster. Register interest at **eeca2024.my**.

The complete Starter Pack

This document is one of thirteen working documents in the EECA 2024 EnMS Starter Pack — together they stand up an energy management system that follows GP/ST/No.46/2024 (Pind. 1/2026) and the statutory duties of Act 861.

Code	Document	Use it to
C0	Pack Guide & Compliance Clock	Orient the team; diarise the statutory deadlines
C1	EECA EnMS Gap Assessment Checklist	Score your current position (Yes / Partial / No) against every GP46 element and statutory duty; get a readiness band
C2	Energy Management Policy Template	Draft the policy with the four GP46-mandatory commitments built in
C3	Committee & Governance Kit	Appoint the management representative; constitute the Committee; run and minute the meetings and the annual management review
C4	Legal & Obligations Register	Hold every Act 861 / EECR duty with citation, deadline, penalty, owner and status — the legal-compliance evaluation GP46 para. 8.2(g) expects
C5	REM Appointment Checklist	Choose internal vs external appointment; respect the tiering and the caps; manage the three-year window
C6	EnPI / EEI Worksheet (sector-selectable)	Establish the baseline and indicator — SEC path for industry, BEI path for buildings
C7	Energy Data Collection Plan + 12-Month Consumption Tracker (xlsx)	Plan and record the twelve months of consumption, generation and variable data GP46 requires
C8	Action Plan & ESM Register (docx + xlsx)	Turn audit findings into a prioritised, costed, owned action plan with M&V per ESM
C9	**Communication, Awareness & Training Plan**	Discharge GP46 para. 7.7–7.9 — communication matrix, motivation strategy, training programme **(this document)**
C10	EnMS Self-Evaluation Matrix (xlsx)	Run the GP46 para. 5.2.3(a) maturity self-evaluation at Committee formation and periodically after
C11	Work Procedure & Log Sheet Starters	Seed the operational controls — chiller plant and lighting examples to adapt
C12	EE&C Report Skeleton	Assemble the annual report content in the GP45 structure before entering it in the Commission's online system

Get the complete pack, free: eeca2024.my/enms-pack · anslem@innovast.asia · +60 12 355 6214