



## 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 (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.

#### Innovast Sdn Bhd

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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 <sub>2</sub> 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                                                                                                                                                                                 |                          |          |       |
| <b>Make the numbers do the communicating.</b> A live InnoSense dashboard on the lobby screen beats a quarterly poster. Register interest at <a href="https://eeca2024.my">eeca2024.my</a> . |                          |          |       |

## 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 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                                                            |
| <b>C9</b> | <b>Communication, Awareness &amp; Training Plan</b>               | Discharge GP46 para. 7.7–7.9 — communication matrix, motivation strategy, training programme ( <a href="#">this document</a> )                |
| 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](https://eeca2024.my/enms-pack) · [anslem@innovast.asia](mailto:anslem@innovast.asia) · +60 12 355 6214