

For Immediate Release

**Panasonic Kids School Eco Learning –
Eco Picture Diary National Contest 2011**

**Champion Goes to
Muhammad Wafie Bin Sarbini, Primary School Student from Sekolah
Kebangsaan Taman Sri Andalas Klang**

Kuala Lumpur, 2 November 2011 – Twenty one Eco Picture Diaries, 11 from primary schools and 10 from secondary schools won awards at the Panasonic Kids School Eco Learning – Eco Picture Diary National Contest 2011. 500 Eco Picture Diaries were submitted from both categories in a pilot project from 10 schools in Selangor and 21 made to the final.

These diaries were reviewed by a panel of judges who are experts in art and education to determine the Grand Award for both primary and secondary categories and a champion from both categories to represent Malaysia for the Eco Picture Diary Global Contest in Paris in February 2012.

Champion for Eco Picture Diary National Contest 2011 is **Muhammad Wafie Bin Sarbini**, an 11 year old from Sekolah Kebangsaan Taman Sri Andalas Klang.

He wrote about his 5-day experience from preparation for 'break fast' in Ramadhan leading to the 'Hari Raya' festive celebration. He shared his thoughts and observations on the abundance use of plastic bags, to avoid using polystyrenes containers for food, to encourage carpool for travelling to reduce CO2 emission, cleaning of airconditioner for better energy saving, preparing Hari Raya greeting cards made of recycled paper box to tree planting to help preserve the environment.

The competition, which began on 15 August 2011, ran for a month, and students had to illustrate and express in writing and drawing eco-friendly activities carried out at school or at home that are linked to protecting and saving the environment in the special “Eco Picture Diary.”

“This is a great opportunity for children and their families, as well as schools, to get involved in a diary competition that aims to teach young kids from a very early age about the importance of preserving and protecting the environment,” commented Azizah Wahid, General Manager Corporate Communications & Branding, Panasonic Malaysia.

Students worked alone on their diaries. They completed a 5-day Eco Picture Diary that consisted of illustrations or drawings and handwrote their eco activities, experience or learning.

Learning about global warming at school, noticing eco bags at supermarkets or observing healthy trees and flowers in local gardens are just some subjects that children wrote and drew about.

Students were also encouraged to participate in any activity that helps the environment and to use these as diary entries. Examples of some of the activities were helping with recycling at home, planting a tree at school or observations made which they believe are both good and bad for the environment.

Panasonic strongly believes that teaching values surrounding the subject of a healthy environment at an early age will help develop a better understanding the need to protect our world.

In collaboration with Ministry of Education Malaysia, Panasonic Eco Learning (EL) under Panasonic Kids School is a global eco learning programme targeting at primary and secondary school students which Panasonic initiates to provide eco education and learning through classroom sessions, eco ideas factory visits and eco projects.

This is the first year this program is introduced as a pilot project to 10 schools in Selangor. 1200 students from these schools have participated in this program and 200 students have visited the eco ideas factory in Shah Alam

About Panasonic Kids School Eco Learning Programme (EL)

Eco Learning (EL) under Panasonic Kids School started in 2009 in Japan. It is a global eco learning programme targeting at elementary and middle school students around the world. This programme is a Panasonic initiative that provides eco education and learning through classroom sessions, factory visits and eco projects.

EL has now expanded to many countries and regions worldwide. About 19,000 students have participated in Asia Pacific including India, Vietnam, Thailand, Singapore and Malaysia. Globally 200,000 students have participated.

It is designed to help children learn about environment protection and sustainability in a fun and entertaining manner.

In Malaysia, Panasonic collaborates with the Ministry of Education with the aim to promote eco ideas in school or at home; understanding and exposure on environmental issues. It incorporates eco education through experiential learning modules in classroom; joint activity with 'eco ideas' Factory – Panasonic AVC Networks Malaysia; Eco Works of Art project; Eco Picture Diary with global contests and awards offering students opportunity for study trips and integration with international students.

About Panasonic Malaysia Sdn Bhd

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