



OPENING SPEECH BY:

**YANG BERBAHAGIA
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VICE CHANCELLOR UTM**

**Convention on Promotion of Energy Sustainability Best
Practices (COPE-BEST 2021)**

**Event Date:
28th – 29th July 2021**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

السلام عليكم ورحمة الله وبركاته

And Greetings To All

YBrs. Ts Shamsul Bahar bin Mohd Nor

Chief Executives Officer,

Malaysia Green Technology and Climate Change Centre
(MGTC)

Ybros. Prof Ir Ts Dr Zainuddin Abdul Manan, Chairman of
COPE-BEST 2021,

Distinguished guests, ladies and gentlemen.

1. First and foremost, I would like to thank the organiser for inviting me to the opening of this inaugural Convention on Promotion of Energy Sustainability Best Practices, or COPE-BEST 2021. I am both pleased and honored to witness the organising team's noble effort to create the COPE-BEST community of best practices and innovations. In doing so, they have actually advanced the UTM core values of synergy to achieve excellence and sustainability.

Ladies and gentlemen,

2. Best practices and innovations tend to flourish in an environment of collaborative, or open innovation [Chesborough 2020] where knowledge and intellectual properties are synergistically shared across organisations and disciplines.

3. Open innovation is a paradigm that encourages us to use not just internal ideas, but also external ideas and external paths to market and advance technologies for the greater good. Collaboration via open innovation is about sharing rewards as well as risks. There should be no barrier for working together. Instead, more efforts should be made to compliment one another's strengths so that breakthrough innovations may emerge and be effectively replicated across organisations.

4. At a time when COVID19 is wreaking havoc across the world costing lives and disrupting livelihoods, collaboration via open innovation is the key to building resilience and ensure organisations continue to survive and thrive beyond COVID19.

Distinguished guests, ladies and gentleman,

5. I am happy to share that, well before the COVID19, UTM had officially launched a unique partnership model known as the AIM4STAR consortium to advance open innovation. The AIM4STAR stands for the Consortium of Academia-Industry Government Society for Synergistic Transformation.

6. It is a testimony of UTM's strong commitment to democratize innovation across stakeholders through quadruple helix partnership. I bear witness that COPE-BEST 2021 exemplifies the true spirit of AIM4STAR by bringing together over 200 participants comprising policy makers from across 6 ministries, 60 private companies from SME and large corporations, 25 universities and research institutions, and also members of numerous learned societies such as MAESCO, MAREEM, IChemE, IEM, MBOT to name a few.

7. I am pleased to see COPE-BEST paving the way towards a vibrant AIM4STAR partnership to enculture and proliferate best practices and innovations across stakeholders.

Ladies And Gentlemen,

8. Once again, I would like to congratulate the organizing team led by UTM spinoff, Optimal Systems Engineering, in collaboration with UTM PROSPECT, UTM Campus Sustainability Office, MGTC, and MAESCO for the noble initiative to establish the COPE-BEST community of practice.
9. Our gratitude is also due to the sponsors of the event, namely Suruhanjaya Tenaga as the platinum sponsor, Ditrolic solar as the gold sponsor, Concord Green Energy and Green Lagoon Technology as the Silver Sponsors and Bis Way Energy as the Bronze Sponsor.
10. I must also thank the speakers and all those who have contributed in one way or another toward making this event a success. To all participants, I wish you all a great experience and many happy memories at COPE-BEST. Take care and stay safe. – Kerana Tuhan Untuk Manusia -

Thank you

وبالله التوفيق والهداية

والسلام عليكم ورحمة الله وبركاته