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## Mottainai concept to conserve environs

KUALA LUMPUR: Panasonic Malaysia is taking its role to conserve the environment a notch higher by adopting the “Mottainai” concept in eco initiative this year.

“Mottainai” is a Japanese word which refers to a situation when something of value is wasted or used without careful consideration or a sense of regret concerning waste when the object or resource is not properly utilised.



Power of Innovation: The 'Mottainai Grandma' mascot flanked by Tony and Mariko with children of Beacon House, Subang Jaya, who are involved in the first Mottainai CSR project at the MidValley Exhibition Centre in Kuala Lumpur yesterday.

“We use the Mottainai concept which is also an eco-friendly word to create better understanding and concern for our resources and the environment to the public for all ages,” said Panasonic Malaysia managing director Tony Endoh during the opening of a three-day Panasonic Power of Innovation exhibition in MidValley Exhibition Centre yesterday.

Endoh added that the concept was a simple approach based on 3R – reduce, reuse, recycle – that everyone could apply in their daily lives.

The concept sees ‘Mottainai Grandma’ a character from a book by the same title by Mariko Shinju, whereby Grandma would appear to someone who does something ‘Mottainai’ and she would remind them not to waste.

“We know that if consumers visit our exhibition, they will take with them some valuable new eco ideas from there,” said Endoh who also introduced new Panasonic products for this year.

He added that Panasonic under the “eco ideas” and “Mottainai” theme would also offer creative solutions for consumers and demonstrate how stylish and environment-friendly designed products, supported by technological excellence could allow consumers to enjoy their daily lives while being mindful of the environment they live in.

The exhibition which ends on Oct 4 takes consumers through the Mottainai World where kids can try their hands on various games and activities before moving on to other areas such as various Panasonic products, live demos and eco ideas experience.