



By **KELLY TEY**
kellytey@thestar.com.my

Inspiring efficiency

Petrol company kicks off programme to teach youth better driving habits

SHELL Malaysia is aiming to inspire the younger generation through its Shell FuelSave College Competition 2014.

Running for the fourth consecutive year, the competition involves getting students from 10 education institutions to plan, pitch and carry out a marketing and communications campaign.

The students, in a team of five to eight members, are tasked with raising public awareness on smarter driving and fuel efficiency through the social media platform.

The 10 participating institutions are Monash University, Tunku Abdul Rahman University, Help University, UCSI University, Sunway University, IACT College, Taylor's University, Universiti Putra Malaysia, National University of Malaysia (UKM) and Universiti Teknologi Mara (UiTM).

Shell Malaysia Trading Sdn Bhd managing director Azman Ismail said the competition planned to educate younger drivers on adapting better driving habits in order to foster a more sustainable future.

"It also enables participating students to experience the working world while also putting into practice what they have learned in the classroom," he added.

Azman also said the warm response from education institutions in previous years led to two key tweaks for this year's competition.

"We have rebooted the competition so that it includes participation from public universities.

"For the first time, the competition will be extended to the public," he said.

Two weeks ago, students had pitched their plans to a panel of five judges comprising industry experts from Shell as well as the

We have rebooted the competition so that it includes participation from public universities. For the first time, the competition will be extended to the public.

— AZMAN ISMAIL

company's affiliated agencies.

Their proposals were improved and approved by the panel, and were given a months' time to execute, during which they had to engage and collect public pledges.

The public can share their pledges over Instagram tagged with "#ShellPledge", as well as the hashtag for the institution they are voting for.

Through their pledges, they stand a chance to win prizes, including a Mazda2 Skyactive vehicle and smart gadgets.

The college or university team with the best collective performance overall will win RM15,000, a trophy and internship opportunities with Shell Malaysia and its agency partners.

First and second runners-up will get RM8,000 and RM5,000, respectively, and a trophy each.

The deadline for the college competition is Oct 31 while results will be announced on Nov 7. Details can be found on www.shell.com.my/shellpledge.



1 (Second row, from fourth left) Celebrity Lisa Surihani, Azman, Shell FuelSave ambassador Fahrin Ahmad and representatives of the 10 education institutions marking the start of the Shell FuelSave College Competition 2014 at Le Meridien Kuala Lumpur.

2 (From right) Fahrin, Azman and Lisa looking at the "Wefie" and pledge shared by Azman on his Instagram profile.