

Nomination: 21222

A Global Breakthrough: The world's largest integrated solar and battery facility

Page: General Information
Name of Organization / Company Manila Electric Company
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Web Site Address https://company.meralco.com.ph/ (https://company.meralco.com.ph/)
Page: Entry Information
Entry Title A Global Breakthrough: The world's largest integrated solar and battery facility
Category P01 - P15 - Award for Innovation in Product Design and Development > P06. Award for Innovation in Energy & Sustainability
Submission Format An Essay of up to 625 Words
Essay <p>MTerra Solar: Pioneering Sustainability and Energy Resilience in the Philippines</p> <p>The Challenge: Meeting Energy Demand and Driving Sustainability Awareness</p> <p>The Philippines faces a critical challenge in meeting its growing energy demands. Rapid population and economic growth have led to energy shortages, resulting in blackouts and scheduled brownouts that disrupt lives and businesses. At the same time, Meralco, the country's largest energy distribution utility, faced low awareness of its sustainability initiatives and its commitment to integrating renewable energy into the power grid. Despite its goal of becoming coal-free by 2050, public perception remained focused on traditional energy sources. Addressing these challenges required a transformative solution that would not only provide clean energy but also redefine Meralco's role in driving sustainable progress.</p> <p>The Solution: MTerra Solar, The World's Largest Integrated Solar and Battery Storage Facility</p> <p>MGreen, the renewable energy unit of MGEN which is Meralco's power generation arm, developed MTerra Solar, the world's largest integrated solar and battery energy storage facility. With an energy capacity of 3,500MWh, the project will supply clean and reliable power to 2.4 million households while offsetting 4.3 million tons of carbon emissions annually. This initiative is a cornerstone of Meralco's sustainability roadmap, accelerating its transition to a coal-free future and reducing the Philippines' reliance on fossil fuels.</p> <p>To amplify awareness, Meralco produced a compelling video showcasing MTerra Solar's vision: providing renewable energy, creating a global landmark for the Philippines, and empowering local communities through employment opportunities in Nueva Ecija and Bulacan. The video was launched during the project's groundbreaking ceremony, shared across Meralco and MGEN's social media platforms (YouTube, LinkedIn, and Facebook), and aired as cinema ads during the Metro Manila Film Festival, reaching millions of viewers.</p> <p>The Results: A Landmark Achievement in Clean Energy and Public Engagement</p> <p>MTerra Solar's groundbreaking ceremony was a historic moment, attended by the President of the Philippines, top executives from Meralco, MGEN, and MTerra Solar, and high-ranking government officials. This event underscored the project's national significance and aligned with the government's commitment to clean energy. The project generated extensive media coverage, earning a PR value of nearly PHP 19 million. It was featured and reported on news channel on national television and by leading media publishers, significantly boosting awareness of Meralco's sustainability efforts. The MTerra Solar video achieved remarkable digital engagement, garnering 2,000 views, far exceeding the average organic video view count of 130, with an average view duration of 1:26 minutes, well above the benchmark of 0.26-0.47 seconds. An edited version of the video amassed 369,000 views with the lowest cost per view (CPV) of PHP0.11 for December 2025 while cinema ads reached 5.6 million individuals, ensuring broad audience engagement.</p> <p>The video was also reviewed in a Focus Group Discussion with 50 Meralco customers across diverse market segments. It evoked heartfelt emotional responses, with participants expressing pride in Meralco's contribution to sustainability, community development, and national progress. The project's storytelling successfully positioned MTerra Solar as a transformative initiative benefiting both the environment and the Filipino people.</p> <p>Conclusion: A Milestone in Renewable Energy Leadership</p> <p>MTerra Solar is a testament to Meralco's commitment to a cleaner, more sustainable energy future. By addressing the Philippines' urgent energy needs, advancing renewable energy adoption, and elevating public awareness, this project marks a monumental milestone in the country's transition to sustainable energy. Through innovative solutions and strategic storytelling, Meralco is not only powering homes but also empowering communities for a brighter future for all.</p>

For this category please provide

An essay of up to 625 words describing the nominated innovation's concept, value, delivery, and impact since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These uploads and links might include product demonstration videos, product reviews, images, etc.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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