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CLP Launches Green Living Website Through Carbon Calculator & other resources, CLP helps bring the concept of energy efficiency closer to home

Tomorrow, CLP will help bring the climate change issue closer to home when the company rolls out its first-ever "Green Living" Website.

The website aims to enhance people's understanding of the carbon emissions issue, in particular through a useful Carbon Calculator that helps customers determine their level of electricity consumption and see how it links to the amount of carbon emissions they generate.

The launch represents another key step undertaken by CLP in its efforts towards raising public awareness of the need for energy efficiency and conservation.

The easy-to-use Carbon Calculator is available for everyone to measure the amount of carbon dioxide each individual generates not only through their electricity and gas consumption but other aspects of daily living as well, such as local transportation and overseas travel.

By quantifying each user's carbon footprint, or the amount of carbon dioxide produced by an individual in a year, CLP hopes to convince people about the benefits of integrating into their lifestyles one or more of the energy efficiency initiatives proposed in the Green Living Website.

Talking about the website's content today, Chow Tang-fai, Director, Marketing and Customer Services, CLP Power Hong Kong, said, "As an environmentally responsible company, CLP takes the issue of climate change seriously and is committed to reducing carbon intensity from our operations around the region by 75% by 2050.

"Addressing the problems of climate change requires a number of initiatives, including energy efficiency and conservation. CLP is dedicated to playing an active role in promoting public awareness and developing energy efficiency services. The 'Green Living' website and Carbon Calculator are two ways that CLP hopes to make the concept of energy efficiency resonate more deeply among users."

The carbon calculator has been designed to serve as a roadmap to green living. By enabling people to quantify their carbon footprint and then take steps to reduce it, they can have a great impact on addressing climate change issue.

For instance, by simply switching off electrical appliances instead of leaving them in standby mode, a household could reduce 100 kg of carbon dioxide emissions a year. Otherwise, 4.3 trees would need to be planted to absorb the same amount of emissions*. The Green Living Website also provides a wealth of other energy efficiency tips to help people put green living into practice. It is part of CLP's climate change strategy outlined in its Climate Vision 2050, launched in December 2007 and detailing the Company's commitment to tackling the issue of climate change.

Raising the community's awareness and understanding of climate issues and engaging them in a collaborative spirit with CLP to improve the environment are key parts of Climate Vision 2050, ones that the company believes can help make a real difference to the environment.

CLP Green Living Website: <https://www.clponline.com.hk/greenliving/>

* Based on the standard adopted by the Hong Kong Government and other international agencies, a tree can absorb 23 kg of carbon dioxide in a year.

About CLP Power

CLP Power Hong Kong Limited is the largest electric utility in Hong Kong serving the business and domestic community in Kowloon, the New Territories, Lantau and most of the outlying islands. Operating a vertically integrated electricity generation, transmission and distribution business, CLP Power provides a highly reliable supply of electricity and excellent customer services to over two millions people in its supply area.



CLP launches the new "Green Living" Website and Carbon Calculator to help the public and customers understand issues such as climate change, carbon emissions and carbon footprints and encourage them to reduce carbon emissions.



CLP's "Green Living" Website features an easy-to-use Carbon Calculator to encourage the public quantify their own day-to-day carbon emissions. The website also features benchmarking of an individual's carbon footprint in major world cities for the public's reference.



To help the public reduce their carbon footprints, practical tips on how to improve energy efficiency are also available on CLP's "Green Living Website".

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Ms Zoe Lee
 Group Public Affairs Manager
 CLP Holdings Limited
 Tel: 2678 7076
 Ms Kitty Lo
 Community Communications Manager
 CLP Power Hong Kong Limited
 Tel : 2678 7885