



27 June 2008

## **CLP Commended for Campaigns to Promote Awareness of Climate Change and Renewable Energy**

The communications materials designed for the two signature campaigns launched by CLP last year earned a string of accolades from the 18th ASTRID Awards competition. The brochure "CLP's Climate Vision 2050, Our Manifesto on Climate Change" and the booklet "New Power for Renewable Energy" won a gold award and a silver award respectively, while a bronze award went to the CLP Renewable Energy Website ([www.clpgroup.com/RE](http://www.clpgroup.com/RE)), and two honours awards to the corporate video and the Christmas card to promote Climate Vision 2050.

The ASTRID award program was founded in 1987 with the purpose of advancing the arts and sciences of communications in an international arena. The 2008 competition received over six hundred entries from 18 countries with awards granted on the basis of concept creativity, communication clarity and production quality.

In December last year, CLP launched CLP's Climate Vision 2050 where the Company voluntarily pledged to reduce the carbon emissions intensity of its generating portfolio by 75% by 2050, and in nearer terms, increase the percentage of its non-carbon emitting generation capacity to 20% by 2020.

"CLP's Climate Vision 2050, Our Manifesto on Climate Change" was issued to detail its commitments to fulfil ambitious, difficult and demanding targets, and further call for urgent action from all sectors of the global community. The Manifesto used hand shadows as the key visual design elements to echo the "Earth OK" logo and its underlying message "The World is in Our Hands". Chinese water painting and brush strokes were used to strengthen the Asian context and the regional dilemma that the Manifesto wished to bring up.

To further strengthen the message, a corporate video featuring senior executives explaining the Group's vision and a Christmas card carrying the "Earth OK" and hand shadow visuals were created as part of the communications package.

CLP has been actively investing in renewable energy projects in China, Australia and India, focusing mainly on wind, small hydro, biomass and solar. CLP committed itself to a voluntary target of having 5% of its total generating capacity from renewables sources in 2004, and achieved the target in end 2007, three years ahead of schedule.

**About CLP**

CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange, is the holding company for the CLP Group, which is one of the largest investor-owned power businesses in Asia. Through CLP Power Hong Kong, it operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to over 5.5 million people in its supply area. Outside Hong Kong, CLP also invests in energy businesses in Mainland China, Australia, India and Southeast Asia. It is the largest external investor in the Chinese mainland electricity industry, and a leading international private sector power company in the Asia-Pacific region with a diversified portfolio of power generation from gas, coal, renewables and nuclear around the region.



(Second from right – front row) Dr Gail Kendall, Director – Group Environmental Affairs of CLP Holdings, (Third from right) Mr Peter Greenwood, Executive Director – Strategy of CLP Holdings, (Fourth from right) Ms Jane Lau, Director – Group Public Affairs of CLP Holdings, and colleagues participating in the communications campaigns.



(From right) Mr Peter Greenwood, Executive Director – Strategy of CLP Holdings, Ms Jane Lau, Director – Group Public Affairs of CLP Holdings, and Dr Gail Kendall, Director – Group Environmental Affairs of CLP Holdings, holding the award-winning brochure "CLP's Climate Vision 2050, Our Manifesto on Climate Change".

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