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CLP's First Mobile Environmental Classroom "Green Studio" Sets Out On Creative Environmental Education Journey

CLP hit the road today in a bid to educate youngsters about energy efficiency and environmental protection with the launch of its first-ever 3D mobile environmental classroom. "Green Studio" which is based on a typical classroom, was officially launched this afternoon in Baptist (STW) Lui Ming Choi Primary School at Shatin.

"Green Studio" is a creative environmental education vehicle equipped with latest state-of-the-art facilities and technology including 3D cinema, mobile phone games and interesting display panels which are popular with today's younger generation.

In line with its commitment to promoting climate change awareness in the local community, "Green Studio" will demonstrate to students the cause and effect of climate change using lucid explanations through the 3D movie Earth Hero starring a dog named Nick, highlighting tips on smart use of power. The movie also encourages students to follow Nick's lead, to learn how to optimise the use of power, adopt a green living and protect the earth from an early age.

"CLP is sparing no effort in promoting environmental protection and nurturing a new green generation," said Chow Tang-fai, Director of Marketing and Customer Services at CLP Power. "With the announcement of our Climate Vision 2050, our efforts on environmental education follow one after another. The "Green Studio" mobile environmental classroom is a brand new concept following the Green Living website and the Eco Home specialty store of energy efficient appliances launched last year. This new initiative is another solid example of our commitment to care for the environment and community."

The "Green Studio" incorporates a number of innovative environmental concepts. Driven by LPG fuel, a cleaner fuel type, and equipped with solar-powered devices, the vehicle showcases the advantage of renewable energy. To create a familiar classroom feeling, the car body is developed along the lines of a traditional classroom with lively panels and LCD panel displays on both sides showing information and video about climate change.

The vehicle features Hong Kong's first 3D theatre for environmental education, which gives students the impression of wandering in space when they board. Once with the 3D glasses on, students are able to join the magical world of the movie Earth Hero. Illustrated with different adventures of Nick, the movie looks at the bad habits that damage the earth including excessive shopping, wasting power, plastic bag and paper abuse, excessive use of hot water etc. Nick also identifies good green living habits for the students to adopt and help build a new generation of environmental consciousness.

Also onboard the "Green Studio" mobile classroom are Earth Hero educational mobile phone games that allow students to go through three critical challenges with Nick, including "Snipe at the source of Carbon Dioxide", "Master the secrets of environmental protection" and "Enhance green power", which allow students to enjoy learning while playing exciting interactive games.

"CLP's 'Green Studio' mobile environmental classroom is indeed a creative and commendable environmental concept," said Dr. Tang Mei-sin, Head Mistress of Baptist (STW) Lui Ming Choi Primary School. "The three-dimensional, interactive and holistic mode of education can greatly enhance the learning interest of students and improve the efficiency of environmental education. More importantly, it enables students to jump out of books and classrooms, teaching them the crucial responsibilities in community concern and care for the environment."

Chow Tang-fai, Director of Marketing and Customer Services for CLP Power Hong Kong and Dr. Tang Mei-sin, Head Mistress of Baptist (STW) Lui Ming Choi Primary School, were the guests of honor for the official launch of "Green Studio" whilst some twenty students were the first to board the "Green Studio" and followed Nick in his bid to find an "Earth Hero".

CLP's "Green Studio" mobile environmental classroom will kick start its tour to schools and communities in its supply area from today. Interested parties can make an appointment by visiting www.clpgreenliving.com.hk or contact CLP at 2678 4001. First come, first serve.

About CLP Power Hong Kong

CLP Power Hong Kong Limited is the largest power utility business in Hong Kong providing services to commercial and residential households covering Kowloon, New Territories, Lantau Island and most of the outlying islands. CLP Power Hong Kong operates a vertically integrated power generation, power transmission and 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.



The launch ceremony of Green Studio was officiated by (2nd row, from left) Mr Chow Tang-fai, Director of Marketing and Customer Services of CLP Power, Dr. Tang Mei-sin, Head mistress of Baptist (STW) Lui Ming Choi Primary School, Mr Julian Lam, Head of Corporate & Community Relations of CLP.



"Earth Hero" encourages students to learn about the cause and effect of climate change and how to optimise the use of power, allowing students to enjoy learning with this exciting 3D movie.

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