

6 October 2011

## **CLP Launches “Eco Optimizer” Providing Customised Energy Saving Solutions for 2 Million Hong Kong Households**

As part of a continuous effort towards service excellence and promoting the concept of energy efficiency and conservation (EE&C), CLP Power Hong Kong Limited (CLP Power) today announced the launch of “Eco Optimizer”, a brand new user-friendly online energy assessment tool, which will help 2 million residential customers use energy more efficiently and wisely.

Featuring three major components – Benchmarking, Analysis and Customised Solutions – Eco Optimizer provides customers with a granular understanding of their energy consumption ranking benchmarked with families of similar profiles, household energy consumption patterns, customised energy solutions and projection of annual savings on energy costs within minutes.

Speaking at the launch ceremony, Mr. LM Chow, Director of Marketing and Customer Services of CLP Power, said, “Energy efficiency has a key role to play in addressing climate change. Through Eco Optimizer, we aim at increasing customers’ awareness of energy efficiency at home and encouraging adoption of energy saving solutions customised to their needs. We shall proactively promote Eco Optimizer to our 2 million residential customers, making this new service available to people from different walks of life in Hong Kong.”

Mr. Stephen H C Chan, JP, Director, Electrical and Mechanical Services Department, who officiated at the launch ceremony, also commended CLP Power on its development of Eco Optimizer, saying: “EMSD and CLP uphold the same mission of promoting energy efficiency and conservation in Hong Kong. The launch of Eco Optimizer today represents another milestone for CLP towards achieving this important goal. We are pleased to see this next stride taken by CLP to implant the concept of energy efficiency throughout the community of Hong Kong.”

The launch of Eco Optimizer also underscores a series of customer outreach programmes in the next 12 months. CLP Eco Ambassadors will promote the special features and benefits of Eco Optimizer to the elderly through caring home visits and energy efficiency talks. They will also promote this new service to the public at large, reaching out to residents of public housing estates and private developments and encouraging adoption of customised energy saving solutions.

In support of this programme, staff members and students from the Vocational Training Council (VTC) will promote the service and motivate their families and friends to start green living at home.

General public can also take part in the “Green Home Video/Photo Contest” between 12 October 2011 and 31 January 2012, submitting their own energy saving tips in the forms of photos and videos. The most creative and popular entries will be rewarded with fabulous prizes. For details about this activity, please visit <https://www.clponline.com.hk>.

The new service, Eco Optimizer, can be accessed via <https://www.clponline.com.hk/eo>. Alternatively, customers can visit the CLP Eco Home or Customer Service Centres in Kwun Tong, Shamshuipo, Tai Po or Yuen Long in person to complete the form with the assistance of Eco Ambassadors.



Mr. LM Chow (third from left), CLP Power Director of Marketing and Customer Services, Mr. Stephen Chan Hung Cheung, JP, (second from left), Director of Electrical and Mechanical Services Department, Ms Connie Lau Yin Hing, JP, (second from right), Chief Executive of Consumer Council, Dr. Lo Kin Ki (first from left), Acting Executive Director of Vocational Training Council, together with Mr. Larry Sze Kwok Yiu (first from right), Chairman of Customer Consultative Group, officiated at the launch of Eco Optimizer, a brand new user-friendly online energy assessment tool, which helps 2 million residential customers use energy more efficiently and wisely.



Teachers and students from the Vocational Training Council (VTC) took part in the launch ceremony of Eco Optimizer, gearing themselves up for a programme through which staff members and students from VTC have pledged to use the service and motivate their families and friends to start green living at home.



Mr. LM Chow, CLP Power Director of Marketing and Customer Services, conveyed the key attributes and benefits of Eco Optimizer to a student from the Vocational Training Council, highlighting its three major robust features – “Benchmarking”, “Analysis” and “Customised Solutions”.



Mr. LM Chow, Director of Marketing and Customer Services, CLP Power and Eco Ambassadors inaugurated a series of customer engagement activities at the launch ceremony, putting Eco Optimizer into practice and making energy efficiency at home accessible to people from all walks of life in the society.

## About CLP Power Hong Kong Limited

CLP Power Hong Kong Limited (“CLP Power”) is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to 5.7 million people in its supply area.

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For further enquiries, please contact:

Ms Lisa Ip  
Assistant Marketing Manager  
Marketing & Customer Services  
CLP Power Hong Kong Limited  
Tel: (852) 2678 7355  
Fax: (852) 2678 7373  
Email: [lisaip@clp.com.hk](mailto:lisaip@clp.com.hk)

Ms. Wong Chiu Yung  
Public Affairs Manager  
Marketing & Customer Services  
CLP Power Hong Kong Limited  
Tel: (852) 2678 7225  
Fax: (852) 2678 6006  
Email: [chiuyung.wong@clp.com.hk](mailto:chiuyung.wong@clp.com.hk)