

18 July 2012

## **CLP Brightens Job Prospects for Hong Kong Youngsters**

CLP Power Hong Kong Limited (CLP) pioneers an integrated job training programme called “Energising My Future - A Career Inspiring Journey for Youth” to give jobless youngsters practical help towards joining the working world in an increasingly challenging employment market.

Piloted this summer in the Kwai Tsing district where unemployment is rated one of the highest in Hong Kong, the programme is designed to bring free skill training, short-term job placements and job referrals to 100 young people.

They are first being given training in communication skills, selling skills, work attitude and etiquette. CLP Power human resources specialists and volunteers will then give them expert training including job interview skill training and one-on-one mock interviews.

The company will also join other social enterprises including restaurant and pet beauty salon to provide on-the-job training opportunities and mentoring. At CLP, a selected group of participants will be offered a job placement opportunity to help promote wise use of energy and the company’s online energy assessment tool “Eco Optimizer” to residential customers. This integrated training approach will give them a critical edge when it comes to finding work.

CLP Power Human Resources Director, Ms. Connie Lam, said, “Young people are the future of Hong Kong. We take pride in making meaningful contributions of our expertise to give them a head start in preparing for work. Underpinned by our long-term commitment to community care and youth development, this programme delivers on CLP’s corporate value by enhancing their job readiness, building confidence and exposing them to real-life workplace situations.”

The Hong Kong Council of Social Service Business Director, Mr. Cliff CHOI Kim-Wah, said, “This pilot programme serves as a catalyst for more concerted efforts to address the challenge of youth employment. Working together with CLP and its volunteers, we hope to build an effective platform to help break barriers and open doors to ensure chances for upward mobility of young people.”

Youth unemployment is one of Hong Kong’s biggest challenges. It currently stands at around five times the average unemployment rate for Hong Kong, making it increasingly hard for school leavers to get a first foot on the career ladder. The

programme is particularly timely, entering its second month as some 110,000 young people graduate into the jobs market when the Hong Kong Diploma of Secondary Education results are released on 20 July.

Running from June to September, the intensive programme, co-organised with The Hong Kong Council of Social Service and supported by S.K.H Lady MacLehose Centre, is now open for applications. For enquiry, please call Carmen Tung on 2423-5042.

### **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.

### **About The Hong Kong Council of Social Service**

The Hong Kong Council of Social Service (HKCSS) is an umbrella organisation of more than 400 Agency Members that are providing over 90 percent social welfare services. The HKCSS, together with its Agency Members, promotes the betterment of social welfare service development in Hong Kong, facilitates cross-sectoral partnership, and advocates equality, justice, social integration and a caring society.

### **About The Hong Kong Sheng Kung Hui Lady MacLehose Centre**

The Hong Kong Sheng Kung Hui Lady MacLehose Centre is established in November 1973. We have dedicated to serve all people with diversified and comprehensive social services, in order to achieve the ultimate goals of “Community Building, Community Care, Community Health and Building Community Capital”. Youth career development is one of the core services delivered by our Centre.

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### **For media enquiries, please contact:**

Ms. Agnes Lau  
Public Affairs Manager – Community Investment  
CLP Power Hong Kong Limited  
Tel: (852) 2678 8125  
Fax: (852) 2678 8361  
Email: [agnes.lau@clp.com.hk](mailto:agnes.lau@clp.com.hk)

Photos & Captions:

Photo 1:



As a key feature of the programme, participants were given the opportunity to enrich their work experience through the programme job placement. One of the programme participants (second from left) took the initiative to serve as a waitress in a social enterprise restaurant at Kwai Tsing.

Photo 2:



The “Job Interview Skill Training” workshop offered a foundation of theories and knowledge for the participants to apply at the job interviews. A Human Resources specialist from CLP Power was instructing the way to do a proper handshake at a job interview.

Photo 3:



CLP volunteers also provided one-on-one mock interviews to equip the group of participants for a successful job interview.

Photo 4:



After the one-on-one mock interviews, participants were invited to share their thoughts and feelings about the experience at the debriefing session. CLP volunteers appreciated their efforts and suggested areas of improvements for each participant.



Photo 5:



Participants who performed well at the training and the job placement will be selected for a job placement opportunity to work at various CLP Customer Service Centres or road shows to help promote the company’s online energy assessment tool “Eco Optimizer” and the wise use of energy to residential customers.

## “Energising My Future” - A Career Inspiring Journey for Youth

### Background Information

#### About the Programme:

- CLP Power Hong Kong Limited (CLP) rolled out the “A Career Inspiring Journey for Youth” programme.
- The programme offers skill training, short-term job placement and job referral service for the youth participants.
- The programmes targets to enhance job readiness, build confidence and equip the participants with real life work experience

#### Programme Objectives:

- To enhance the job readiness of unemployed and non-schooling youth through provision of soft skills training, including communication skills, selling skills, interview skills, work etiquette
- To assist youth in building confidence and life attitude through training experience sharing and the one-on-one mock interview by CLP volunteers
- To equip the participants with real life work experience by offering placement opportunities at social enterprises and CLP.
- To set up a best practice model for business-NGO partnership to address youth unemployment

**Targeted participants:** 100 unemployed youth in Kwai Tsing district

**Programme Period:** June – Sept, 2012

#### Schedule of 3 Upcoming Classes:

- Class 1: 1 Aug - 13 Aug
- Class 2: 20 Aug - 30 Aug
- Class 3: 5 Sept - 13 Sept

#### Programme Content:

- **Skill Training:**
  - Topics: Self-understanding, selling skills, communication skills, work attitude and etiquette...etc
  - CLP Human Resources Specialist and volunteers also provide interview skill training and mock interview by to enhance their interview readiness.
- **Short-term job placement:** The programme offers job placement at social enterprises (e.g. restaurant and pet beauty salaon...etc) to apply their learning

in real working environment. CLP will also select students for a short-term placement opportunity to help promote wise use of energy and the company's online energy assessment tool "Eco Optimizer" to residential customers

- **Job referral:** The programme will also offer job referral service to the students

### **Youth Unemployment in Hong Kong**

- Youth unemployment has been consistently at around 5 times higher than overall employment throughout the past years.
- 20 July will be the result release of The Hong Kong Diploma of Secondary Education (HKDSE). It is estimated that around 110,000 will graduate this year. The competition in the job market for youth is expected to be intensified.
- The programme first pilots in Kwai Tsing District where unemployment rate is among one of the highest in Hong Kong.

### **Programme Uniqueness:**

- The first corporate-supported all-round career inspiring programme in Kwai Tsing district, where youth unemployment rate is among one of the highest in Hong Kong.
- Corporate Support – Apart from providing funding support, CLP Power as a corporate partner will offer training on job interview skills, conduct mock-interviews for the participants and offer short-term job placement
- Short-term job placement – making the learning more memorable the programme also offers opportunities to apply these skills such as job placements at social enterprises and CLP.

### **Programme Partnership:**

#### **Co-organisers**

1. CLP Power Hong Kong Limited
2. Hong Kong Council of Social Service.

#### **Partnering Organisation**

S.K.H Lady MacLehose Centre, an agency member of the HKCSS

**Application Hotline:** 2423-5042 (Ms Carmen Tung)

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Public Affairs Manager – Community Investment  
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Fax: (852) 2678 8361  
Email: agnes.lau@clp.com.hk