

22 November 2012

CLP Hot Meal Programme serves up Community-wide Benefits, study finds

CLP Power Hong Kong Limited (CLP) and the Hong Kong Council of Social Service (HKCSS) today jointly announced a study showing the positive social impact of the CLP Hotmeal Canteen programme.

In the first 12 months from the programme's launch in September 2011, with the support of Baptist Oi Kwan Social Service, some 24,000 nutritious hot meals were served to 1,200 needy residents in the Sham Shui Po district, which had the second highest poverty rate in Hong Kong in 2011¹. Donations totalling HK\$1.2 million to support the programme were received in response to appeals to CLP customers and to the public. In addition, CLP volunteers organised programmes of home visits, traditional Chinese Medicine consultations and Baduanjin exercise sessions for participants. Also, 42 group sessions of employment consultations, community service introductions and health talks have been organised.

This detailed study has found that the CLP Hotmeal Canteen programme has brought benefits both for participants and for the broader community. To evaluate the programme's social impact, an assessment was conducted in May and August, 2012. More than 200 participants were interviewed using the framework of Social Impact Assessment, an assessment tool jointly developed by the HKCSS and The University of Hong Kong.

At individual level, the study found the programme provided nutritious food to the participants to meet their basic food needs which might not otherwise have been fully met. One in six poor families in Hong Kong cannot meet their basic food needs². Without the programme, around 30 per cent of interviewees said they would eat only two meals a day and another 30 per cent said they

¹ The poverty rate of Sham Shui Po is the second highest (21.4 per cent) in Hong Kong, following Yuen Long (21.1 per cent). An analysis released by HKCSS in October 2012 found the elderly poverty rate in Hong Kong had risen to 32.7 per cent, 10 per cent higher than for other age groups. The Hotmeal Canteen programme is located in Sham Shui Po which has the second highest elderly ratio in Hong Kong, with 17 per cent of its residents classed as elderly. Currently, around 45 per cent of the programme's participants are elderly.

² An Oxfam report of "Survey on Impact of Soaring Food Prices on Poor Families in Hong Kong" on Hong Kong's food price crisis in 2011 reveals that one out of every six poor families cannot meet their basic food needs.

would buy cheaper canned food for meals instead. Most of the interviewees agreed that the hot meals provided are nutritious and help improve their health.

The study also found that participants used money saved through the programme for other vital daily living expenses, and had improved access to community information such as employment, health and community service, as well as employment training and consultancy services. Ninety per cent of interviewees said they had reduced their spending on food because of the programme and were able to spend the money saved in equally important areas, such as medical care (33.9 per cent of interviewees), housing (17.7 per cent), transportation (15.1 per cent) and children's education (5.4 per cent) which helped improve their quality of life.

On community level, the programme has established an effective social network in Sham Shui Po, helping participants integrate more closely into the community. Near 60 per cent of interviewees said the programme provided them with more opportunities to expand their social networks. More than half (52.4 per cent) of the interviewees said they had taken part in more community activities (e.g. leisure activities) through the programme. Almost 70 per cent of interviewees said they had better access to community information as a result of the programme. The Hotmeal Canteen programme has become a platform which provides participants with professional support and social networks, making them better placed to engage in community events such as festivals in their neighbourhoods.

From an organisational perspective, the survey found the programme had progressively established a social service model which could be adapted to benefit the community. Public donations of HK\$1.2 million, three times the original target figure, have been raised, allowing the programme to run for a longer period, reflecting its overwhelming support from the public.

CLP's Chief Corporate Development Officer Ms. Quince Chong said, "Caring for the Community is one of the corporate values of CLP. We are delighted that the Hotmeal Canteen programme has established a social service framework for the business sector, social welfare organisations, social enterprises and the public to contribute resources and expertise and to help care for the needy together. We will therefore keep the programme running into 2013."

"In addition to providing hot meals, we will look into offering more community support to participants. Our CLP Volunteer Team³ will also continue to support the programme's activities, so that more participants can feel the community's care and concern for them. We welcome public

³ As well as providing a matching donation, CLP has been sending its Volunteer Team to support the programme. The volunteer activities so far have included caring visits to sub-divided flats in Sham Shui Po to help promote the project and to better understand the needs of the district's low-income families. Two CLP volunteers who are registered traditional Chinese Medicine physicians have been also organising health talks and advice services for the participants, benefiting more than 120 people so far.

donations so that more needy people in Sham Shui Po can be served and more services can be provided.”

Chief Executive of HKCSS Ms. Christine Fang said, “The Hotmeal Canteen has been successful in building up a platform which engages different stakeholders to help alleviate poverty. We are heartened to have the support of many donors and volunteers, especially those who give a steady monthly donation. Their caring has enabled an effective support network to take shape in the past 12 months, hence sustaining the positive social impact of the programme”.

Because of its widespread community benefits, the Hotmeal Canteen programme will continue for a second year, running into 2013. Public donations are welcome, and anyone interested in making a donation can call 2864 2929. All donations will be channelled into the project to support the operation of the Hotmeal Canteen programme and to help more low-income families. For more details about the project, please visit www.clp.com.hk/hotmeal.

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 5.8 million people in its supply area.

About The Hong Kong Council of Social Service

The Hong Kong Council of Social Service (HKCSS) works to promote a just and inclusive society by promoting collaborative efforts among NGOs in service planning and development, facilitating cross-sectoral partnership, advocating equality, justice, social integration and a caring community. The Council has now become an umbrella organisation of over 400 Agency Members, that provide over 90% of the social welfare services for those in need through 3,000 service units all over Hong Kong.

- Ends -

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

Mr Eddie Tsang

Communications Manager

The Hong Kong Council of Social Service

Tel: (852) 2864 2982

Email: eddie.tsang@hkcss.org.hk

Photo captions:



(Photo 1) (2nd from left) Ms. Quince Chong, Chief Corporate Development Officer, CLP Power Hong Kong, (left) Mr. Johnny Tsang, Chief Executive Officer, Baptist Oi Kwan Social Service, (2nd from right) Ms. Christine Fang, Chief Executive, The Hong Kong Council of Social Service and Mr. Cliff Choi, Business Director (Public Engagement and Partnership), The Hong Kong Council of Social Service shared the partnership experience on CLP Hotmeal Canteen.



(Photo 2) Ms. Quince Chong, Chief Corporate Development Officer, CLP Power Hong Kong said that the programme has received widespread community benefits and public support over the year. The programme will continue its running in 2013 to benefit more needy in the community.



(Photo 3) (Left) Mr. Raymond Chiu, Service Coordinator (Training & Employment Service), Baptist Oi Kwan Social Service and Mr. Anthony Wong, Chief Research Officer, The Hong Kong Council of Social Service reported on the social impact and significance of the programme.



(Photo 4) Participants of the Hotmeal Canteen programme, (left) Mr Leung and Ms Lau, shared that they enjoyed nutritious hot meals with lower cost to improve their health. Their community network and support have also been expanded through participating in more community activities and obtaining more social information.



(Photo 5) In the first 12 months from the Hotmeal Canteen programme's launch in September 2011, some 24,000 nutritious hot meals have been served to 1,200 needy residents in Sham Shui Po.