

28 June 2013

### **CLP Initiates Joint Efforts on Energy Saving Public Education**

At an Energy Saving Workshop for green groups hosted by CLP Power Hong Kong (CLP Power) today, CLP Power initiated the idea of putting in concerted efforts with green organisations to launch a territory-wide joint public education campaign on energy saving, with a view to encouraging the public's behavioural change and choice of a more environmentally friendly lifestyle.

Twelve representatives from eight green organisations<sup>1</sup> attended the Workshop that aimed to share CLP's energy vision and latest initiatives in promoting energy saving as well as exchange views on issues of common interest. CLP noted these valuable views and will look into them. The Workshop is a part of CLP Power's ongoing efforts to engage various stakeholder groups in regular dialogue.

Recognising the importance of collective community efforts to achieve energy saving, the proposed public education campaign aims to encourage the general public's long-term behavioural change in electricity consumption through providing them with educational information, energy saving tips and necessary tools. By bringing together the expertise and resources of CLP Power and green groups, the joint force is anticipated to make a greater impact and attract wider public participation.

"To meet the energy challenge, CLP Power will continue to listen to the views of different stakeholder groups. With a view to achieving sustainable growth in Hong Kong, we share a common goal with green groups in promoting energy saving and environmental protection. We look forward to working with them to promote the wise use of electricity among the community. In fact, our suggestion of this campaign is based on the collective views from 14 districts," said a CLP Power spokesperson.

In addressing suggestions from a few participants about a higher energy saving target, CLP spokesperson reinforced CLP's commitment to promoting energy efficiency. Only focusing on a figure without taking into consideration of a number of key factors could not facilitate any informed discussion about setting energy saving target. These factors include lifestyle of the public, weather, economic conditions, population growth and any possible cost implications.

---

<sup>1</sup> Conservancy Association, Friends of the Earth, Greeners Action, Greenpeace, Green Power, Green Sense, World Green Organisation and WWF Hong Kong.

At the Workshop, participants also learnt about CLP's energy vision and ongoing green initiatives as well as its latest trial programmes and tools on strengthening demand side management that aim to drive customer behavioural change in electricity consumption. They exchanged views on a number of areas related to the more efficient use of energy to help create a better environment in Hong Kong.

- End -

**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.

For media enquiries, please contact:

Ms. Peggy Chan  
Senior Public Affairs Manager  
CLP Power Hong Kong Limited  
Tel: (852) 2678 8533  
Fax: (852) 2678 8361  
Pager: (852) 71163131 a/c 8803  
E-mail: [pikkwan@clp.com.hk](mailto:pikkwan@clp.com.hk)