

31 July 2014

## **CLP Pioneers Asia's First Home Energy Management Tool**

CLP Power Hong Kong Limited (CLP Power) became the first utility company in Asia to launch a pioneering home energy management scheme aimed at encouraging customers to reduce consumption and cut down on their electricity bills.

The Home Energy Report pilot scheme is the first energy efficiency tool of its kind in Asia and applies behavioural science methods on home energy use that have proved relevant and effective in the United States, the United Kingdom and New Zealand.

From July, individual reports are being mailed to 56,000 selected residential customers on a bi-monthly basis. Customers have been chosen as a representative cross-section of varying consumption characteristics and residential types in the CLP Power supply area to test the effectiveness of the programme among different customer groups.

Each targeted household will receive a personalised analysis showing how their recent energy use compares to that of 100 households with similar profile in the neighbourhood, including the most energy efficient households, presented in simple, easy-to-understand bar and line charts.

The Home Energy Reports display a smiley face if the household consumes less energy than average and a frown if it exceeds the average. These symbols have been found to have an impact on encouraging energy saving behaviour in other countries. As well as comparisons with other households, the reports provide individual household electricity usage comparison with their own previous year's usage as well as detailed energy efficiency advice.

Mr Chow Lap-man, Director of Marketing and Customer Services at CLP Power, said: "We have seen some overseas countries adopting behavioural science tactics to encourage customers to conserve more energy. The findings prove that neighbour comparison is an effective strategy for reducing demand and we want to find out if it is equally impactful in the local community. That is why we are pioneering these simple yet effective reports to motivate our customers to take action to save energy."

To implement the programme, CLP Power has leveraged on Opower's platform, to reach out to the customers and provide them with practical information to help them save energy. Opower is a leading global software company that works with more than 90 utility companies in eight countries around the world to promote energy efficiency. In these overseas markets, results show that the adoption of the findings of Home Energy Reports can help achieve an average energy saving of between one and three per cent.

Mr Chow added: "In recent years, we have introduced a variety of energy saving tools and helped our customers to manage their home energy consumption. We keep a close eye on the latest global trends in energy efficiency, and hope that this new Home Energy Report will help our customers to make lifelong changes to their energy usage behaviour."

In the fourth quarter of 2014, apart from the 56,000 report recipients, the pilot scheme will be expanded to all the 2.1 million residential customers of CLP Power. Customers will be able to access a dedicated web portal and log on to obtain their tailored energy consumption comparison along with customised energy saving solutions to help them save on their bills.

### **About CLP Power Hong Kong Limited**

CLP Power Hong Kong Limited ("CLP Power") is a 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 service to 5.8 million people.

Photo Captions:

(Photo 1)



(Photo 1) CLP Power became the first utility company in Asia to launch Home Energy Report pilot scheme, the first of its kind energy management tool that applies behavioural science methods on home energy use. The report analyses household electricity consumption and provides neighbour comparison, to encourage customers to reduce energy use and cut down on their electricity bills.

(Photo 2)



(Photo 2) Mr Chow Lap-man, CLP Power Director of Marketing and Customer Services, introduces the key features of the Home Energy Report, such as visual comparisons in bar charts and smiley symbols to encourage energy saving behaviour.

- End -

**For further enquiries, please contact:**

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CLP Power Hong Kong Limited

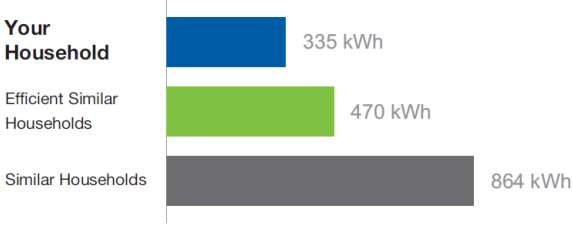



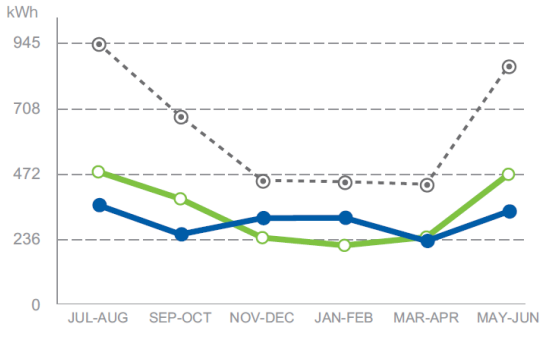

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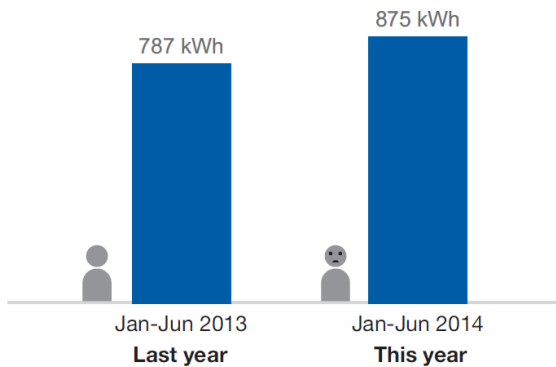
### Key Features of the Home Energy Report

<p><b><u>Neighbour Comparison for the last two months</u></b></p> <ul style="list-style-type: none"> <li>Compares and benchmarks customer’s household energy consumption to families with similar profiles and the most efficient 20 per cent of similar households in the neighbourhood.</li>   <li>Visual comparisons have been proven to impact user behaviour. Smiley symbols serve as an encouragement to the efficient users to keep up their energy efficient behaviour, for instance, while a note stating how much more energy has consumed compared to efficient similar households reminds users to conserve more.</li> </ul>	<p>Last 2 months household comparison</p>  <p>What households are compared?</p> <ul style="list-style-type: none"> <li><span style="color: grey;">■</span> Similar Households: Approximately 100 similar-sized apartments in the same or nearby buildings.</li> <li><span style="color: green;">■</span> Efficient Similar Households: The most efficient 20 percent of similar households.</li> </ul> <div style="border: 1px solid grey; padding: 5px; margin-top: 10px;"> <p> <b>Great</b></p> <hr/> <p> Good</p> <hr/> <p> Using more than average</p> </div> <p>Last 2 months: You used <b>29% LESS</b> electricity than efficient similar households.</p>
<p><b><u>Neighbour Comparison for the last 12 months</u></b></p> <ul style="list-style-type: none"> <li>Compares customer’s household energy consumption to families with similar profiles and the most efficient 20 per cent of households in the neighbourhood with that of the previous year and displays details in a line graph.</li>   <li>Displays the consumption comparative percentage against efficient similar household and the extra energy cost when the household consumes more than average.</li> </ul>	 <p>Key: ● Your Household ○ Efficient Similar Households ⊙ Similar Households</p> <p> Last 12 months: You used <b>53% LESS</b> electricity than similar households. This <b>SAVES</b> you about <b>HK\$2301</b> per year.</p>

**Personal comparison over different time periods**

- Provides personal energy consumption comparison in the past months this year versus the same period last year. The percentage of how much more energy has been consumed is also displayed, if consumption increases.

Personal comparison



So far this year, you used **11% MORE** electricity than last year.

**Energy Saving Advices**

- Detailed energy saving advice and projected energy cost savings if implemented.

Electricity saving tips for you

Simple habit	Low-cost improvement	Smart investment
<p><b>Use a fan in conjunction with your air conditioner</b></p> <p>Air conditioning is the average Hong Kong household's largest energy consumer at home, but there are smart ways to stay comfortable. Using electric fans together with your air conditioners will keep comfortable air circulating throughout your home. If you're running electric fans, your air conditioner's temperature setting can be raised without affecting comfort. For each 1°C rise in temperature, you can save up to 3% on cooling costs.</p>	<p><b>Use a smart plug/panel</b></p> <p>Standby power, the electricity drawn by devices even when they're turned off, can account for up to 10% of total household energy consumption. Standby power is often unnoticed, and it can be a hassle to turn off all your devices. You can either unplug devices one by one or use a smart plug/panel to help save electricity. Some smart plugs/panels have special features, like timers, that make it easier to turn off devices and reduce standby power.</p>	<p><b>Buy Energy Label 1 products</b></p> <p>How many energy-labelled products do you have at home? Products with a lower grade energy label are more energy efficient, use less electricity and are more environmentally friendly. Many electric appliances, such as air conditioners, fridges and washing machines, now have energy labelling. So, if you are looking to replace old appliances at home, look out for products with a low-grade energy label.</p>
Save up to <b>HK\$300</b> per year	Save up to <b>HK\$100</b> per year	Save up to <b>HK\$860</b> per year



# Sample

CHAN TAI MAN  
FLAT A, 10/F,  
BLOCK 1, EE&C BUILDING  
20 ENERGY EFFICIENT STREET

## Home Energy Report

Account number: 12345-67890-0

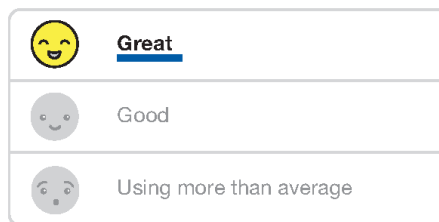
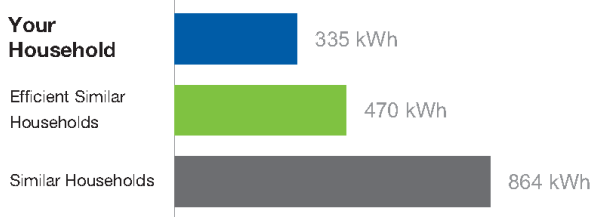
Report period: 8/7/14 – 9/9/14

We are pleased to provide your Home Energy Report to help you save energy and reduce your bills.



To know more, please visit  
[www.clponline.com.hk/her/faq](http://www.clponline.com.hk/her/faq)

### Last 2 months household comparison

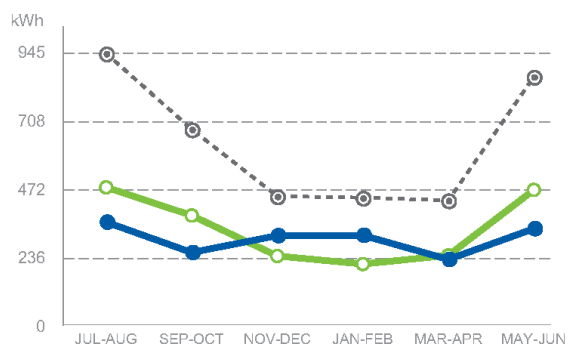


#### What households are compared?

- Similar Households:** Approximately 100 similar-sized apartments in the same or nearby buildings.
- Efficient Similar Households:** The most efficient 20 percent of similar households.

Last 2 months: You used **29% LESS** electricity than efficient similar households.

### Last 12 months household comparison



- Key:
- Your Household
  - Efficient Similar Households
  - Similar Households

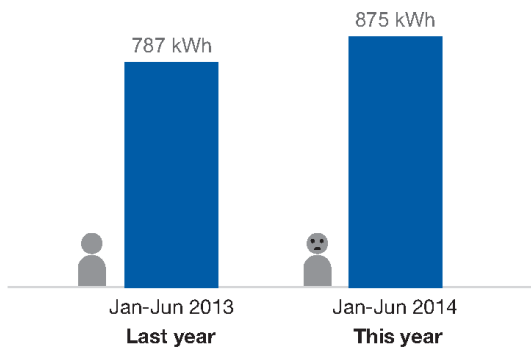
Last 12 months: You used **53% LESS** electricity than similar households. This **SAVES** you about **HK\$2301** per year.

12345-67890-0

Turn over for ways to save money →

Personal comparison

# Sample



**i** So far this year, you used **11% MORE** electricity than last year.

Electricity saving tips for you

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<p><b>Use a fan in conjunction with your air conditioner</b></p> <p>Air conditioning is the average Hong Kong household's largest energy consumer at home, but there are smart ways to stay comfortable. Using electric fans together with your air conditioners will keep comfortable air circulating throughout your home.</p> <p>If you're running electric fans, your air conditioner's temperature setting can be raised without affecting comfort. For each 1°C rise in temperature, you can save up to 3% on cooling costs.</p>	<p><b>Use a smart plug/panel</b></p> <p>Standby power, the electricity drawn by devices even when they're turned off, can account for up to 10% of total household energy consumption. Standby power is often unnoticed, and it can be a hassle to turn off all your devices.</p> <p>You can either unplug devices one by one or use a smart plug/panel to help save electricity. Some smart plugs/panels have special features, like timers, that make it easier to turn off devices and reduce standby power.</p>	<p><b>Buy Energy Label 1 products</b></p> <p>How many energy-labelled products do you have at home? Products with a lower grade energy label are more energy efficient, use less electricity and are more environmentally friendly.</p> <p>Many electric appliances, such as air conditioners, fridges and washing machines, now have energy labelling. So, if you are looking to replace old appliances at home, look out for products with a low-grade energy label.</p>
<p>Save up to <b>HK\$300</b> per year</p>	<p>Save up to <b>HK\$100</b> per year</p>	<p>Save up to <b>HK\$860</b> per year</p>

The above saving is estimated based on CLP's market research and consumption patterns of various households which might differ from your actual saving amount.



[www.ciponline.com.hk/her/faq](http://www.ciponline.com.hk/her/faq) | 2678 0372 | [her@cip.com.hk](mailto:her@cip.com.hk)

If you do not wish to join this pilot programme, please call our hotline at 2678 0372 or email to [her@cip.com.hk](mailto:her@cip.com.hk).

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