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CLP Launches Major New Initiative to Encourage Schoolchildren to Go Green

CLP Power Hong Kong (CLP Power) today announces the launch of two major green public education projects for primary school students – the Green Elites Campus Accreditation Pilot Programme and the Green Elites Portal cum Award Scheme – to encourage children to adopt green lifestyles from an early age.

Secretary for the Environment the Hon Wong Kam-sing, Managing Director of CLP Power Mr Paul Poon, 2nd Vice-Chairman of Tung Wah Group of Hospitals (TWGHs) Mrs Katherine Ma and Chief Executive Officer of Green Power Dr Man Chi-sum officiated at the launch ceremony for the two programmes.

CLP Power will partner with TWGHs to conduct the Green Elites Campus Accreditation Pilot Programme in 11 TWGHs primary schools in Kowloon and the New Territories throughout the 2014-2015 academic year. Activities and tools will be made available for students to take green actions in their daily lives.

A simple, easy-to-follow booklet will be provided for students, giving them tips they can easily put into practice. Children will also be given a basic education in environmental protection through a series of visits, seminars and workshops.

Managing Director of CLP Power Mr Paul Poon said, “CLP Power is committed to promoting education about environmental protection. We strongly believe that green living habits should be cultivated at an early age. The Green Elites Campus Accreditation Pilot Programme offers clear guidelines on green behaviour for young children, while the Green Elites Portal allow them to learn green knowledge through games and sharing. We hope they will find it easy, interesting and enjoyable to adopt a greener lifestyle in their everyday lives.” Mr Poon added that he believed the project would raise the awareness about the need to protect the environment among both children and their parents.

The accreditation pilot programme will provide participating schools with energy saving and environmental protection assessment check lists and green learning activity suggestions for teachers. CLP Power will also conduct energy audits on some of the schools to improve their performance on energy saving. At the end of the academic year, schools with an excellent performance will receive Green Elites Campus accreditation as recognition for their efforts.

Mrs Katherine Ma, 2nd Vice-Chairman of TWGHs said, “TWGHs is committed to becoming a Green Organisation since August 2008. We pursue an all-round environmental approach in operating our medical, education and community services and strive to become a pioneer among Non-Governmental Organisations in environmental consciousness and conservation.” She said students in remote districts such as Tuen Mun, Tin Shui Wai and North District were able to join today’s launch ceremony by using the online Distance Classroom system of TWGHs primary schools. This greatly saved transportation time and reduced carbon emission, and thus helped protect the environment.

The accreditation pilot programme is supported by two major green groups. Green Power is providing professional advice on the programme elements, including check lists, assessment criteria, and education materials, while the WWF - Hong Kong is organising visits, talks and workshops for the students.

In addition, an environmental education portal called “Green Elites” provides a platform for all primary school students in Hong Kong to learn green habits in a fun way through games and interactive content. The portal includes an award scheme and a sharing corner, aimed at motivating students to adopt green habits and to get families and friends involved.

The Hon Charles Mok, Member of Legislative Council (Information Technology) is an advisor for the portal and provided suggestions on the technical operation and promotion.

Students can register as Green Elites on the portal www.clp.com.hk/greenelites to take part in the award scheme. They will receive certificates and gifts after completing the Green Elites missions. Students who perform particularly well will get the opportunity to visit renewable energy facilities on the Mainland in the next summer holiday.

The Hon Wong Kam-sing said, “The two programmes launched today aim to educate our students about environmental protection at an early age. I strongly support initiatives that can help our young people to develop a low carbon life style, and to bring a green and sustainable life style to schools, families and even the whole community. Energy conservation is closely tied with climate change and improving local air quality. In the interest of our health and future, I sincerely hope that we all work together in fighting for a greener tomorrow.”

CLP Power will evaluate the effectiveness of the two programmes next summer with a view to developing sustainable programmes in years to come.

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 & 2



Managing Director of CLP Power Mr Paul Poon says he hopes the Green Elites Campus Accreditation Pilot Programme and the Green Elites Portal will generate positive feedback and encourage primary school students to live greener lives.

Photo 3



Secretary for the Environment the Hon Wong Kam-sing strongly supports initiatives that can help the young people to develop a low carbon life style.

Photo 4



Secretary for the Environment the Hon Wong Kam-sing (second from right) and Managing Director of CLP Power Mr Paul Poon (second from left), 2nd Vice-Chairman of Tung Wah Group of Hospitals (TWGHs) Mrs Katherine Ma (first right), and Chief Executive Officer of Green Power Dr Man Chi-sum (first left) encourage students to take part in both programmes promising to live green lifestyles. Polarla, the cuddly ambassador for the Green Elites Portal also joins the event.

Photo 5



Secretary for the Environment the Hon Wong Kam-sing (second from left), Managing Director of CLP Power Mr Paul Poon (third from left) and 2nd Vice-Chairman of Tung Wah Group of Hospitals (TWGHs) Mrs Katherine Ma (first right) share with students the Green Elites Portal and the interesting game to learn environmental protection.

Photo 6



CLP Power has newly launched two green education programmes, the Green Elites Campus Accreditation Pilot Programme and the Green Elites Portal, aiming to encourage primary students to adopt green lifestyle from an early age. The pilot programme will be conducted in 11 Tung Wah Group of Hospitals primary schools.

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