

3 November 2014

## **CLP Extends Power-Saving Home Energy Reports to 2.1 Million Households**

CLP Power Hong Kong Limited (CLP Power) has extended the Home Energy Report pilot scheme to all of its residential customers. From November, 2.1 million households can get their own Home Energy Report with a unique analysis of their electricity use, how it compares to other households and a series of detailed energy saving tips by accessing to a web portal, enabling them to better understand and manage their consumption.

The initiative reflects CLP Power's dedication to energy efficiency and conservation and follows a pioneering move in July when paper versions of the Home Energy Report were mailed to 56,000 selected residential customers, the first time a utility company in Asia had made such reports available.

Individualised Home Energy Reports are now available to every residential customer through the internet platform Eco Optimizer 2.0 ([www.clponline.com.hk/EO](http://www.clponline.com.hk/EO)). To receive their reports, customers just need to log in by filling out their registered account name and number. The pilot scheme will run for two years.

The Home Energy Report uses behavioural science methods to help customers save money, providing customised analysis of electricity consumption and comparing the data with 100 households with similar profiles, including the most energy efficient households. The results are shown in simple, easy-to-understand charts and symbols.

The report also compares individual household electricity usage with its usage in the previous year. A new feature which shows energy consumption with temperature changes is also included, allowing households to analyse their energy consumption patterns at different times of year. Tailored energy efficiency advice is also offered to households, giving them the opportunity to reduce their power consumption and save money on bills.

Mr Chow Lap-man, Director of Marketing and Customer Services of CLP Power, said: "We are delighted that this tool is now available to all of our residential customers. This simple and effective tool not only helps customers to cut their electricity bills but also contributes to environmental protection through energy saving."

Leaflets announcing the initiative will be distributed with electricity bills to CLP Power customers to help them find out more about the Home Energy Reports. Besides, customers log on or before 31 December 2014 will have chances to win the latest smartphone in the lucky draws. Around 180,000 residential customers who are already users of Green Bills and the Eco-Optimizer will automatically receive the reports by email on a bi-monthly basis.

### **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.

– Ends –

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**Key Features of the Home Energy Report**

**“Eco Optimizer 2.0” ([www.clponline.com.hk/EO](http://www.clponline.com.hk/EO))**

CLP 中電 中文

**Eco 綠適優化計 2.0 optimizer**

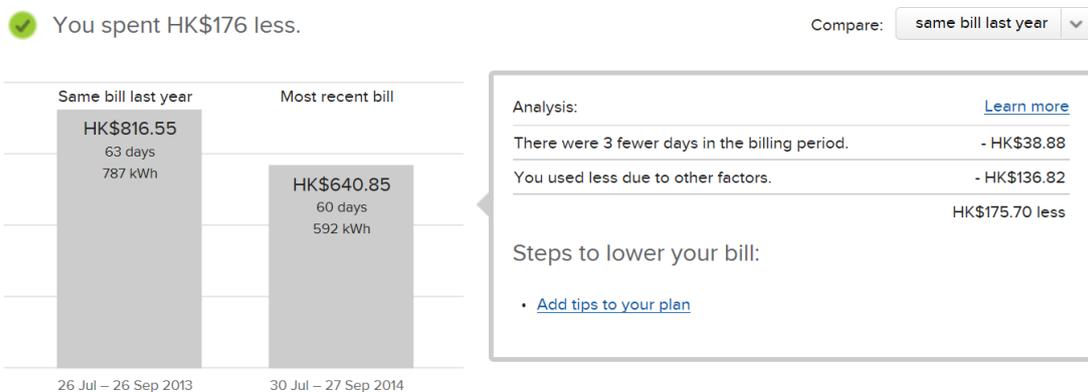
- Similar Households Comparison
- Consumption Analysis
- Energy Saving Tips

**Eco Optimizer 2.0**

Just 1-click away to understand your energy consumption, compare with similar households, and optimize your own energy saving plan.

**ACT NOW**

**Energy Use Compared to Previous Year**



## Neighbour Comparison for the previous two months

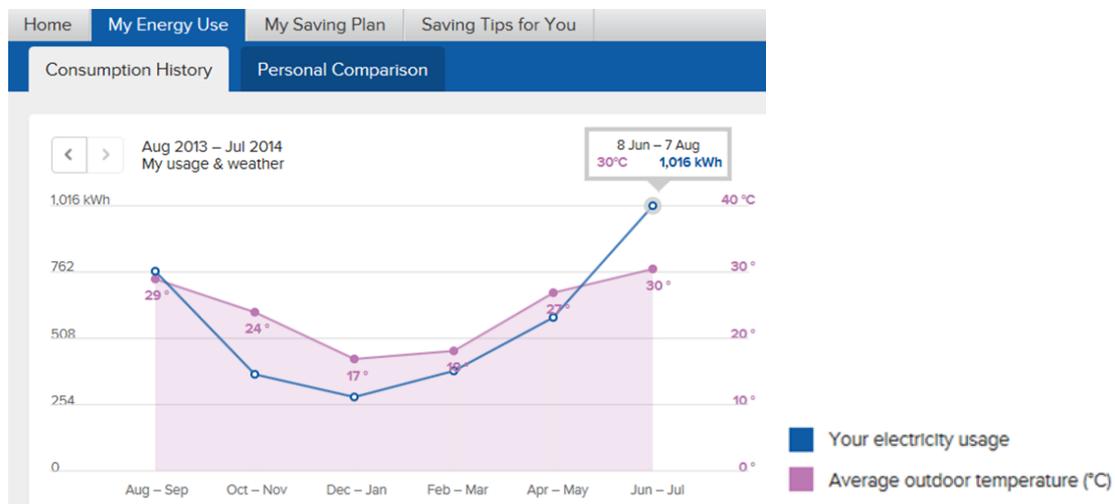
How you're doing: 30 Jul–27 Sep

You used **2% LESS** electricity than efficient similar households



- 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.
- Two happy face symbols serve as an encouragement to the “great” efficient users, while one smiley face symbol represents “good” efficient performance.

## New feature – Electricity usage compared with the trend of weather



- Shows the pattern of personal energy consumption in changing seasons and outdoor temperatures over the past three years.

## Customised energy saving tips

### Saving Tips for You

By Type

- [Cooling \(6\)](#)
- [Water heating \(2\)](#)
- [Lighting \(3\)](#)
- [Energy efficient appliances \(8\)](#)
- [Other \(7\)](#)

By Cost

- [Simple habits \(11\)](#)**
- [Low-cost improvement \(11\)](#)
- [Smart investment \(4\)](#)

By Season

- [Summer \(7\)](#)
- [Winter \(1\)](#)

Other tips

- [Less relevant to you](#)

[View all tips](#)

 **These tips are selected for your home**

Based on: [Public Housing](#) · [Renter](#) · [Window-type](#) · [Edit & add more](#)

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Free tips to reduce your energy use Sort by: [Popularity](#) ▼



[Use your washing machine efficiently](#)

 16 people do this



[Turn off your computer at night](#)

 13 people do this



[Turn off lights when a room is unoccupied](#)

 8 people do this



[Dry your clothes efficiently](#)

 6 people do this



[Unplug unused devices](#)



[Reduce shower time](#)



[Use task lighting](#)



[Use computer power-saving modes](#)

- Detailed energy saving advice and projected energy cost savings.
- Customised energy saving advice to address different energy consumption habits of each household.