

14 May 2016

CLP Green Studio Unveils a Facelift in Mission to Combat Climate Change

In an exciting initiative to raise awareness about climate change and energy conservation, CLP Power Hong Kong Limited (CLP Power) is hosting an event called “Let’s Combat Climate Change, CLP Green Studio Eco Carnival” on 14 and 15 May at Olympian City. During the two-day event, the revamped *Green Studio* mobile classroom will be open to the public and will premiere a new movie titled *The Amazing 4D Green Adventure*. The fun-packed weekend carnival will also feature a number of interactive eco games, a trial induction cooking area for parents and children, and display the latest energy saving electrical appliances.

The *Green Studio* is the first mobile classroom in Hong Kong to feature an interactive three-dimensional movie to promote green education, and has been touring primary schools and community venues to arouse attention on climate change and environmental protection since 2009. To date, it has welcomed more than 100,000 visitors. This year’s revamped *Green Studio* brings to audiences a brand new 4D sensory experience with *The Amazing 4D Green Adventure*. The story centres on how its hero Captain Nick fights the menace of CO². The interactive visual effects and surround sound help audiences feel vividly on the adverse effects of climate change.

Another new feature of the *Green Studio* is an innovative virtual game which uses Augmented Reality technology to introduce real-life scenarios. When visitors scan the scenario card with tablets, they are given energy saving tips for their homes, schools and communities. Children will receive booklets about environmental protection which they can take home to share green messages with their friends and family.

CLP Power Managing Director Mr Paul Poon and Assistant Director of the Hong Kong Observatory Mr Edwin Lai officiated at the launch ceremony. Mr Poon said, “CLP Power has been growing together with the Hong Kong community for 115 years. We believe green education should start from childhood and we hope to encourage students to conserve the environment through our green education programmes. The recent changeable weather and the record-high temperatures last year show the impact of climate change. All of us, especially young people, should act positively to alleviate the impact of climate change.”

Mr Lai said, “Climate change is a growing problem around the world and the Observatory will maintain our close collaboration with CLP Power and provide them with reliable weather forecasts and climate information, so as to help promote energy saving. I understand CLP Power is well

equipped to prepare for adverse weather, such as super typhoons and storm surges, and has been fully committed to promoting environmental protection. I am confident that the CLP *Green Studio* and today’s carnival will serve to enhance awareness on energy saving and climate change.”

The two-day event will also feature a number of interactive eco games, a trial induction cooking area for parents and children and will promote energy saving products. Visitors to the two-day carnival can have their photographs taken with Captain Nick and will receive a commemorative souvenir, while stocks last.

Programme for “Let’s Combat Climate Change, CLP Green Studio Eco Carnival”

Date and Times	14 – 15 May 2016 (Saturday and Sunday) 10:30 am to 9:30 pm
Venue	Central Atrium, G/F, Olympian City 2, 18 Hoi Ting Road, West Kowloon
Admission	Free
Attractions	<ul style="list-style-type: none"> • Premiere viewing of a new movie titled <i>The Amazing 4D Green Adventure</i> • Interactive eco games • Step Power Generator • Trial induction cooking area for parents and children • Sales zone for energy saving electrical appliances
Enquiry Hotline	2678 7686

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 service to 6 million people in its supply area.

Photo Captions:

(Photo 1)



Speaking at the *Green Studio* launch ceremony, CLP Power Managing Director Mr Paul Poon says green education should start from childhood and CLP Power hopes to encourage students to conserve the environment through its green education programmes.

(Photo 2)



Assistant Director of Hong Kong Observatory Mr Edwin Lai says climate change is a growing problem around the world and is confident that the CLP *Green Studio* and the carnival will serve to enhance awareness on energy saving and climate change.

(Photo 3)



Assistant Director of Hong Kong Observatory Mr Edwin Lai (third right), CLP Power Managing Director Mr Paul Poon (fourth left), Chief Corporate Development Officer Ms Quince Chong (second right) and Senior Director – Marketing and Customer Services Mr Eric Cheung (first left) officiate at the *Green Studio* launch ceremony to raise public awareness on climate change.

(Photo 4 and 5)



Assistant Director of Hong Kong Observatory Mr Edwin Lai, CLP Power Managing Director Mr Paul Poon and Chief Corporate Development Officer Ms Quince Chong, join with other guests and CLP Captain Nick to take a group photo and enjoy the premiere of *The Amazing 4D Green Adventure* movie at the new-look *Green Studio*.

- End -

Media Enquiry Hotline: (852) 7472 9248

CLP Green Studio

Introduction

- The *Green Studio* is the first mobile classroom in Hong Kong, equipped with an interactive three-dimensional movie to promote green education. It introduces the concepts of climate change and energy conservation to primary school students and local community.
- Upgraded in 2016, the *Green Studio* features a new movie titled *The Amazing 4D Green Adventure* and an innovative virtual game which uses Augmented Reality technology. Visitors can learn more about the impact of climate change, the importance of energy saving and how to adopt daily green practices.
- 4D movie: With a theme of climate change, the movie shows its hero CLP Captain Nick fights the menace of CO². Thanks to interactive 4D visual effects and surround sound, audiences can experience the impact of climate change and learn to embrace greener lifestyles.
- Virtual game with Augmented Reality: By scanning the scenario card with tablets, visitors encounter real-life scenarios in a virtual environment. Visitors will learn energy saving tips in different virtual realities, including the home, the school, and the community.
- Built-in solar panels on the *Green Studio* generate power to support part of the lighting system.
- Since 2009, the *Green Studio* has delivered messages about environmental protection to more than 100,000 visitors.

