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CLP Power Brightens Up Neighbourhoods With Distribution Box Beautification Project

To strengthen ties with the community, CLP Power Hong Kong Limited (CLP Power) has combined art and technology in a **Distribution Box Beautification Project** titled “**Together We Power Up Our Community**”, decorating distribution boxes with eye-catching artwork twinned with an augmented reality element to create an exciting interactive experience. Guided tours are arranged to enhance students’ knowledge about electricity and energy conservation, and community culture and history. The project aims to connect people with communities through arts as Hong Kong works towards a greener and more sustainable future.

The distribution boxes, subtly located along the roadside, are providing electricity for facilities such as streetlights, traffic lamps and hawker areas, etc. The **Distribution Box Beautification Project** is being piloted in **Hung Hom, Sham Shui Po, Tuen Mun (San Hui)**, and **Tsuen Wan West**, where 20 boxes have been decorated by local artists with art designs incorporated landmarks and environmental protection elements, bringing an additional splash of colour and artistry to their neighbourhoods.

In Hung Hom, where CLP Power is headquartered, the distribution box’s beautified design shows an illustration of CLP Power’s first electricity generator. In Sham Shui Po, the design uses a treehouse and images of Apliu Street and light bulbs to represent CLP Power lighting up the community. The design for Tuen Mun (San Hui) features the Black Point Power Station, while in Tsuen Wan West, the design shows lampshades alongside renewable energy sources to demonstrate CLP Power’s commitment to a greener future. For more details of the designs in each district, please refer to the Appendix.

An ingenious element of augmented reality has been added to the project to blend art with technology and capture the attention of members of the public. People can access Instagram (IG) filters by using their smart phones to scan QR codes on the distribution boxes, and take selfies with the special effect. The designs of the filters are unique to each of the four pilot districts and include elements such as CLP Power’s first generator, the new gas-fired generation unit, a windmill, and lampshades and bulbs through the decades.

CLP Power Chief Corporate Development Officer Ms Quince Chong said, “CLP Power has been a part of Hong Kong’s history for 120 years and is an integral part of the community. The **Distribution Box Beautification Project** brightens up neighbourhoods,

and we are delighted to offer guided tours to students so that they can learn about the unique history and characteristics of the districts, understand the importance of a safe and reliable electricity supply to the development of Hong Kong and works together for a low carbon future.” CLP Power is considering extending the project to other districts in its supply area, Ms Chong added.

The Secretary for Home Affairs Mr Caspar Tsui said, “**The Distribution Box Beautification Project** is a creative programme launched by CLP Power, under which local artists are invited to transform inconspicuous distribution boxes in the street into art installations. Their artworks not only bring vibrancy to the community, but also incorporate green elements to enhance public awareness of environmental protection. The project, to be first introduced in Hung Hom, Sham Shui Po, Tsuen Wan West and San Hui of Tuen Mun, will fully demonstrate CLP Power’s determination to ‘power up our community’ together with the local communities for a greener future.”

Guided tours will be conducted from now on until December this year and will be open to primary and secondary schools in the four districts. Participating students can visit the beautified distribution boxes, as well as local landmarks and traditional shops, where they can learn about the history of their communities from shopkeepers. CLP Power has also created a booklet consisting maps of the 4 districts for anyone who wants to explore the distribution boxes and landmarks by themselves. It can be downloaded from the CLP Power website clp.to/distributionbox.

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 six million people in its supply area. In 2021, CLP celebrates the 120th anniversary of its founding in Hong Kong with a commitment to continue to move forward with the community based on a shared vision of a better tomorrow.

Photo Captions:

Photo 1 and 2



(From left) Secretary for Home Affairs Mr Caspar Tsui, Managing Director of CLP Power Mr T K Chiang and Chief Corporate Development Officer of CLP Power Ms Quince Chong visited a beautified distribution box in Sham Shui Po after the launch ceremony for the **Distribution Box Beautification Project**, titled **“Together We Power Up Our Community”**.

Photo 3 and 4



The **Distribution Box Beautification Project** includes an element of augmented reality to combine art and technology. People can access Instagram features by using their smart phones to scan QR codes on the boxes. (Photo 4 from left) Chief Corporate Development Officer of CLP Power Ms Quince Chong, Secretary for Home Affairs Mr Caspar Tsui and Managing Director of CLP Power Mr T K Chiang took selfies with the special filter.

Photo 5



CLP Power is arranging guided tours to bring students to visit the beautified distribution boxes and introduce them to the unique history of their districts, including visits to traditional shops, raising young people's awareness of the importance of electricity and knowledge of the community.

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**CLP Power Distribution Box Beautification Project,
titled “Together We Power Up Our Community”
Beautified Distribution Boxes Designs**

Hung Hom Beautified Distribution Box Design



IG filter by scanning the QR code



This design is based on the "smart city" concept. The building at the center of the design is CLP Power's first generator at Chatham Road, Hung Hom. The design signifies CLP Power's commitment to provide safe and reliable electricity to Hong Kong people through the decades. CLP Power has also introduced renewable energy and green elements in its power supply chain to support the city's sustainable development.

Sham Shui Po Beautified Distribution Box Design



IG filter by scanning the QR code



The central element of this design is a treehouse, reflecting the values of a green city and environmental protection is the root of sustainable development. The people among the treehouse and its leaves reflect the harmonious relationship between human, nature, and urban development. The light bulb in the middle of the design represents the way in which CLP Power has lit up Sham Shui Po and will continue to grow with the community.

Tuen Mun (San Hui) Beautified Distribution Box Design



IG filter by scanning the QR code



This design is based on “A green future” concept. It depicts the relationship between electricity, people's livelihoods, and community development, with the landscape and distinctive features of Tuen Mun (San Hui) and its surroundings, such as the Choi Yee Bridge, the Tuen Mun River, and Black Point Power Station. The solar panels and greenery symbolise CLP Power's commitment to move towards carbon neutrality. The green light bulbs created by people in the park represent CLP Power and the Hong Kong people working together for a clear blue sky.

Tsuen Wan West Beautified Distribution Box Design



IG filter by scanning the QR code



This design uses lampshades and light bulbs from different decades to showcase the relationship between electricity and community development. CLP Power has been providing safe and reliable electricity to Tsuen Wan since before the textile industry flourished there in the 1940s. The light bulbs incorporated renewable energy elements, such as wind turbines and solar panels, highlighting CLP Power's commitment to work towards a greener future through the use of clean energy sources.