

Our Responsibilities



Community Programmes

Power Assets maintained its dedication to the community in 2010 by contributing to various safety, educational, and green programmes.

In Hong Kong

In Hong Kong, we strongly encourage our employees to have a positive impact on the community and the world by spending time volunteering. Since it began six years ago, the company's volunteers team has grown to an impressive 875 members. In 2010, a total of 67 voluntary services were organised and 3,900 hours were rendered by the Team in areas such as elderly services, green activities and donation drives. The Working Party comprising representatives from all divisions continued to meet regularly and help encourage more employees to take part in volunteer services.

Supporting NGOs

We also work with NGOs on community initiatives creating work opportunities and encouraging employees to buy products that support social enterprises and fair trade. An 'NGO Workshop' was launched in November to share corporate expertise on promoting a low carbon economy.

For charitable fund raising, we partnered with the Hong Kong Red Cross to organise donations for natural disaster relief work and blood donations. At the same time, we supported the donation campaigns of the Hong Kong Community Chest appealing to staff and customers to help the less privileged in society. We also participated in the annual Hong Kong 24-hour Charity Pedal Kart Grand Prix, which helped raise more than HK\$3 million cumulatively for the under-privileged in Hong Kong, mainland China and the rest of Asia.



Our participation in the Hong Kong 24-hour Charity Pedal Kart Grand Prix helps raise HK\$3 million cumulatively for charity.

Caring for the Elderly

The elderly hold an important place in the heart of our company. To encourage those in their golden years to reach out and lead a rich and meaningful life, we offer the U3A 'University of Third Age' programme. Now in its fifth consecutive year, the network comprises 30 self-learning centres throughout Hong Kong. During the last year, 60 classes were organised for over 1,000 U3A students, on various useful and interesting topics such as first aid at home, tree appreciation, digital photo editing, etc. A training camp and regular sharing sessions were organised to encourage the exchange of knowledge and experience. The U3A programme continued to win recognition, and was named a silver award winner in the 9th China Golden Awards for Excellence in Public Relations at a presentation ceremony in Beijing in July 2010.



We offer care to elderly singles in partnership with NGOs through the 'CAREnival for the Elderly'.

'CAREnival for the Elderly' is a community programme that we partner with three NGOs to extend care and concern to elderly singles. In 2010, we organised two district-based carnivals for 600 senior citizens and paid home visits to another 500 elderly people who live alone. We also produced a booklet to encourage senior citizens to know more about social services in their community, so they can seek help when needed.

Under the programme, 300 elderly volunteers were appointed in 2010 as ambassadors to identify reclusive elders and invite them to join local elderly service centres. Seven training workshops were organised to strengthen their knowledge and skills of caring for elderly singles.



The Smart Power Campaign helps educate children along a different theme each year.

Campaigning for Smart Power

To promote energy saving and environmental awareness to the public, our annual Smart Power Campaign provides educational activities for school children along a different theme each year. A record 46,000 people participated in various activities held in 2010 to promote the adoption of a low carbon lifestyle through competitions, school talks, power station open days, and roving exhibitions. The Electric Vehicle (EV) Decoration Competition was the most popular, attracting 19,000 submissions. Three of the proposals submitted were ultimately used on three of HK Electric's EVs.

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Investing in Clean Energy

Through the HK Electric Clean Energy Fund that was established in 2006, we encourage local students to study and apply renewable energy. In 2010, another 12 projects were awarded a total of more than HK\$1 million by the Fund to enable students to explore and learn about renewable energy technologies, with an emphasis on solar and wind energy. A special school was awarded by the Fund for the first time for a solar kitchen project where students would attend cooking lessons while learning about low carbon living.



In this green safety town built by a school supported by HK Electric Clean Energy Fund, traffic lights and vehicles are powered by solar energy.

Promoting Eco-heritage

New eco-heritage routes on Hong Kong Island are being developed under the 'Green Hong Kong Green' programme that we partner with the Conservancy Association. Amongst the sites to be considered for inclusion in the routes are the ten winning entries selected from 'My Favourite Eco-heritage Hotspots Competition' held earlier. Under the programme, 100 eco-leaders will be recruited from the HK Electric volunteers, students and the public to guide future tours.

Outside Hong Kong

In the UK, SPL hosted several visits to the power station for local groups such as engineers' clubs, and visits were made to schools to explain the operation of power stations.

The company has also supported several fund raising activities by employees, including a bike ride from Bristol to Paris for a cancer charity by matching donation.

CitiPower and Powercor in Australia continued their strong commitment to the community and the environment through the partnership with Landcare Australia to support activities in their distribution areas such as re-vegetation projects and the improvement of natural habitat.

In New Zealand, WELL staff is helping to keep children safe by presenting the 'Safety Around Electricity' programme to schools. The programme and its community safety themes are advertised in a magazine distributed to 10,000 teachers in the Wellington area. Contributing to the aesthetics of the community and the education of youths, WELL has formed an alliance with local groups that act as guardians and youth mentors for the removal of graffiti and rehabilitating offenders.

Stanley Power Inc. in Canada bolstered support for higher education by donating to the Richard Ivey School of Business to sponsor a group of EMBA students.

RPCL is helping to serve the poor in Thailand by organising mobile dental and medical clinics. It is also supporting local students by awarding over 1,000 scholarships across the province and sponsoring 20 students for vocational training in the power plant. In addition, it continued to contribute to the Energy Development Fund for the social and human development of the Ratchaburi Provincial Government as well as to 10 sub-districts for the betterment of the neighbouring communities.



RPCL organises dental and medical clinics that help serve the poor in Thailand.