



**3,200**  
pupils will benefit from  
CLP-sponsored schools  
in the Mainland

Project Hope School in Guizhou, China

We take pride in making significant contributions to community programmes where we can add value. As our business grows we are determined to apply the tradition of good corporate citizenship we have established in Hong Kong to our newer ventures in the Mainland and the Asia-Pacific region.

This section offers a sample of our community activities in 2003. There were many others, which are described in our [Social and Environmental Report](#).

### Fight SARS Campaigns

The outbreak of SARS in the spring of 2003 posed exceptional difficulties for Hong Kong society. CLP played a full part in the efforts made by our Government and the community to combat the threat of the virus and to revive Hong Kong's hard hit economy.

For example, CLP participated in Operation UNITE. More than 50 CLP volunteers helped man the Community Chest donation hotline over Easter. We deployed our fleet of vehicles to support the Cleaning Day and contributed funds to the Hong Kong Red Cross for the production of SARS prevention hygiene kits for the elderly and the needy.

As the threat of SARS started to recede, CLP teamed up with Sun Hung Kai Properties and ExxonMobil to launch the "Let's Spend. We Love Hong Kong" campaign from mid-June to August. This campaign aimed to encourage local spending to boost Hong Kong's economic recovery. More than 25,000 sets of coupons were redeemed by CLP

customers, who enjoyed purchase benefits at shops, hotels and service stations around Hong Kong.

### Youth Education Programmes

PowerWise, CLP's education programme to promote the concept and practice of energy efficiency in the community, celebrated its tenth year of service to Hong Kong with new community initiatives and a fresh look. These included the launch of interactive educational kits, a new [PowerWise website](#), seminars and other fun and informative community programmes, engaging the support of community groups and primary schools in Hong Kong.

In the Mainland, CLP is continuing its Project Hope school programme. At the beginning of 2003, two schools were already open. During the year, an additional five schools opened, with one more due to be completed in the early part of 2004. The eight schools are spread across the western provinces of China, with four in Guizhou, two in Yunnan and two in Sichuan. Altogether, these schools will provide new classroom and supporting facilities for more than 3,200 pupils.

CLP Guohua, our joint venture with Beijing Guohua, is also contributing to community support in the Mainland by the establishment of an education development fund which will make donations to middle schools of the Beijing Normal University to provide grants for outstanding students from the poorer counties on the outskirts of Beijing.

In 2003, we relaunched our award-winning youth education programme – PowerZone, dedicated to students aged

13 to 16 in Hong Kong, Taiwan, India and Thailand. The [PowerZone website](#) is a stimulating resource centre for students, containing a wealth of information about energy, electricity and the environment. All of the participating schools in the PowerZone programme were invited to join the "PowerIsland Competition" – a real time on-line game to help develop students' interpersonal skills and creativity in an interactive way. Over 500 students participated in PowerZone 2003, with the winning students being invited to join a tour of CLP's power stations and spots of ecological significance.

In India, GPEC continued to contribute to education in the area around its power station, in the form of:

- special educational programmes for adolescents;
- participation in Vidya Lakshmi Sahay Yojana – a programme for promoting girls' education in Gujarat State, which aims to improve literacy levels amongst girls in rural villages; and
- an Integrated Child Development Programme for 13 kindergartens in 10 local villages.

### Volunteer Services

Since CLP's volunteer service team was established in 1994, our employees have helped elderly people by checking and replacing wiring and electrical installations in their homes. In recent years, the services provided to our community by CLP volunteers have expanded into areas such as organisation of outdoor events for the physically handicapped and provision of free English lessons to newly arrived Mainland children. In 2003, 96 new CLP volunteers and family members became Reading Ambassadors during the Reading Summer campaign, which promotes a culture of reading among

local school children and enhances their learning skills.

57 reading sessions were conducted for 24 primary schools in Hong Kong by the CLP team, who made up the largest group of corporate volunteers participating in the campaign.

### Community Events

Throughout 2003, CLP supported major community events such as the Flower Show organised by the Leisure and Cultural Department of the Hong Kong Government and the Youth Creativity Competition organised by the District Councils. Combining our technical expertise with support for charity, we provided a temporary electricity supply for relay and support stations along the route of the Trailwalker event, an annual 100 km non-stop hike across the New Territories.

In India, GPEC also contributed to local health initiatives by sponsoring the renovation of one of the wings of a local hospital and by organising health check camps for neighbouring villages.

In Australia, Yallourn Energy actively contributes to community initiatives, such as by sponsorship of the Victorian Institute of Sport and providing a grant to the Yallourn-Tyers District Landcare Group to purchase 2,500 trees.

In Taiwan, the Ho-Ping Feedback Fund was established. The Fund helps the local community by, for example, supporting medical examinations for local residents, the donation of emergency services vehicles and sponsoring cultural events.

A young participant in our PowerWise programme



CLP Reading Ambassadors