

Our Responsibilities

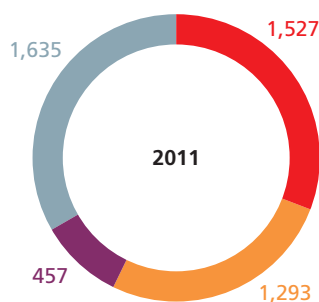
Community Programmes



Power Assets continued its focus on the community in 2011 by extending care to senior citizens and the underprivileged while contributing to various safety, educational and green programmes. We encourage our employees to have a positive impact on the community by spending time volunteering. In 2011, Power Assets Volunteers provided 4,912 hours of voluntary services and the number of volunteers continued to rise, reaching over 900 - almost half of our total workforce in Hong Kong. A cross-divisional working party meets regularly to discuss ways to improve volunteer services and boost participation.

Volunteer Service Hours: 4,912

- Elderly Services
- Green Services
- Training/Team Building
- Other Services



In Hong Kong

Encouraging Lifelong Learning

Funded by the HK Electric Centenary Trust and now in its sixth year, the U3A (University of Third Age) network comprising 46 self-learning centres under 17 social service organisations, promote lifelong learning and volunteerism among the retired population in Hong Kong.

For 2011-12, funding was provided to the existing centres to strengthen the development of the network. Interactive sessions were organised once every two months for U3A leaders on various topics to nurture a learning and sharing culture. Two leadership training camps were held in May and June for around 250 U3A leaders and students to enhance their leadership skills.

Over the year, close to 600 courses were organised, bringing to 2,000 the total number of courses held since the inception of the programme in 2006. More than 30,000 learning opportunities have been provided to local retirees.



A round of applause for our elderly role models at the 2nd Outstanding Third Age Citizens Award 2011 Presentation Ceremony.

To recognise local retirees who excel in continuous learning, volunteerism and maintaining a healthy lifestyle, the 2nd Outstanding Third Age Citizens Award 2011 Presentation Ceremony was held on 25 March 2011, where 12 senior citizens were commended for being role models.

Home Visits for Senior Citizens

“CAREnival for the Elderly”, a community programme co-organised with three NGOs, continued in 2011. It aims to encourage elderly singles to seek help when needed, while bringing them closer to the community and social service network in their neighbourhood.

Monthly home visits to single elders continued, with elderly volunteers and Power Assets volunteers partnering to extend care to around 600 single elders living in various districts on Hong Kong Island. At the same time, monthly electrical inspections were also held throughout the year to help the elderly inspect their electrical installations at home.



“CAREnival for the Elderly” is part of our unwavering commitment to assist senior citizens and those in need.

Our efforts in caring for the elderly were recognised as Power Assets became one of the two organisations in Hong Kong to receive a Gold Star Award in the “2011 Age Friendly Initiatives Recognition Scheme” organised by the Hong Kong Council of Social Services in November.

Smart Power Campaign

The Smart Power Campaign, HK Electric’s programme to promote energy conservation, continued to focus on promoting a low carbon lifestyle in 2011. Special electronic platforms such as mobile applications and a Facebook fans page were introduced to raise public awareness. The “HK Electric Low Carbon App” was launched for free downloads to provide a trendy and easy way to users to learn more about a low carbon lifestyle anytime, anywhere, attracting over 15,000 downloads during the year.



Smart Power Campaign promotes a low carbon lifestyle among youngsters.

A wide variety of activities were organised for the younger generation, including the Lamma Power Station Open Days and School Talks, during which over 10,000 students learned more about conservation. The general public also built knowledge on environmental protection through their participation in roving exhibitions and short essay competitions held during the year. A record 70,000 people participated in the Campaign in 2011/12.

Our Responsibilities

Investing in Clean Energy

Since the inception of the HK Electric Clean Energy Fund, a programme aimed at promoting sustainable development among the younger generation, HK Electric has supported a total of 77 local schools to implement 86 renewable energy projects on the school campus.

The Fund was extended to cover kindergartens for the first time in 2011, with eight kindergartens selected for sponsorship, alongside 17 other schools and a university. This followed the recommendations of an independent consultant commissioned to review the operations of the Fund and assess its impact.



The HK Electric Clean Energy Fund supports kindergartens and schools, enabling the very young to learn about renewable energy and sustainable development as they play.

A networking platform, Clean Energy•iShare, was established under the Fund to engage with local schools and the public to promote better understanding of renewable energy and low carbon lifestyle.

Promoting Eco-heritage Conservation

Three eco-heritage routes in Tai Tam, Aberdeen and Lung Fu Shan country parks have been finalised under "Green Hong Kong Green" programme. Training of eco-leaders, comprising Power Assets volunteers, students and members of the public, had been completed during the year. Mock tours were conducted to fine-tune both the routes and the tours, preparing them for the official launch in 2012, together with the "Green Lamma Green" programme.

Under the "Green Lamma Green" programme, 32 eco-tours were organised for 503 participants in 2011 to learn about the ecology and history of Lamma Island. Our volunteers also took part in tree caring and planting services there.

Phase two of the programme kicked off with a tree caring activity on 12 March 2011, followed by another held on 29 October. Two more eco-routes on Lamma Island will be developed and eco-leaders trained to conduct monthly eco-tours when the routes are rolled out in 2012.

Beyond Hong Kong

Ratchaburi Power Company Limited (RPCL) continues to contribute to the Energy Development Fund, administered by the Provincial Government of Ratchaburi. The Fund is used to promote social activities within the region and RPCL has organised mobile dental and medical clinics for the poor. The company also held safety awareness seminars, provided scholarships to over 1,000 students across the province, and sponsored 30 students for vocational training in its power plant.

ETSA Utilities' Employee Foundation volunteers have been dedicating their time to assist in the revitalisation of Para Woodland Reserve near Gawler. Established in 2003, the 321 hectare reserve is jointly managed by the Department of Environment and Heritage and the Nature Foundation of South Australia. Volunteers have helped in eradicating pest olive plants and revegetation using only local plant species - in an attempt to restore remnant vegetation and help re-establish wildlife habitats.



ETSA employees volunteer time and effort to re-establish wildlife habitats and restore vegetation.

Northern Gas Networks Limited supports a wide range of local charities and organisations, with the main support through a partnership arrangement with a local primary school where employees are able to spend time helping children improve their reading skills in a "Right to Read" campaign. The Northern Green Networks fund awarded grants to many grass roots environmental projects across its network area.