

Press Release

Empower guides its customers to rationalizing District Cooling consumption

Dubai - United Arab Emirates, 2 August 2023: As the summer temperature rises, Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, urges its customers to use district cooling energy more efficiently.

Empower explained that the summer heat may make the customer inclined to adjust the air conditioner thermostat at a low temperature always, which results in a large wastage of energy and ends with a high consumption bill that affects their budget, whereas the increased awareness and interaction with the Empower's recommendations reduce the wastage significantly.

Empower CEO, H.E. Ahmad bin Shafar stated that Empower is committed to reducing energy consumption and providing sustainability solutions to customers. Rationalizing district cooling energy consumption, especially during the summer, helps to preserve natural resources and protect the environment. This is in line with the company's goal of helping to achieve a green economy.

As part of its Summer Campaign, "Set at 24°C Auto mode", Empower has provided customers of all categories, including end users, building owners, and real estate developers, with 8 valuable tips to help them achieve the desired goals of the campaign. These 8 simple tips, which include setting the AC thermostat to 24°C and Auto mode, regularly monitoring the AC thermostat, keeping the air conditioner filter clean, closing window curtains, sealing cracks in windows and doors, tinting glass doors and windows, reducing heat from various sources, and carrying out house maintenance regularly, are useful for customers to ensure their comfort and happiness.

The CEO said: "The main objective of the campaign launched by Empower is to raise its customers' awareness of the risks of excessive consumption and to encourage them to be positive and responsible towards themselves and their community, as a model for others in rationalizing the consumption of district cooling services. The ultimate goal of the initiative is to preserve natural resources and protect the environment, in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to reduce electricity and water consumption by 30% by 2030, and contribute to making the Emirate a global center of the green economy and the city with the lowest carbon footprint in the world by 2050."

Bin Shafar pointed out that a passive customer tends to be careless about consumption rationalization and often looks wasting as a luxury: "Empower campaign aims to raise awareness of the value of district energy, its importance, and the high cost of its production.

We want customers to consider the fact that our distinct services are being provided at a competitive price to support them and alleviate their suffering in the summer."

Bin Shafar stressed that the campaign aims to make customers partners in the success of national efforts to conserve resources. Their rationalization of district cooling energy consumption helps Empower systems to reduce heavy loads on the national grid. It also helps to maximize and expand the benefits of the superiority of Empower district cooling systems, which already save up to 50% electricity over other conventional cooling solutions. He pointed out that the rationalization of district energy consumption is the responsibility of everyone, not a specific entity. Therefore, all government and private sector efforts must be united in achieving this purpose.

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