

Press Release

Urging it's more than 110,000 customers to set their AC thermostat at 24°C Auto mode
Empower launches its summer campaign to reduce district cooling energy consumption

Dubai, United Arab Emirates, 21 June 2023: Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, announced the launch of its annual summer campaign to reduce district cooling energy consumption during summer under the theme 'Set and Save 24°C'. Launched this month and continues until the end of the summer season, the campaign is the 10th edition aims at consolidating the culture of sustainability among it's more than 110,000 customers in order for the company to continue contributing to the green economy as the pioneer in providing environmentally friendly and world-class district cooling services, which uses up to 50% less energy compared to conventional cooling solutions.

Summer heat may push customers to turn down AC to a lower temperature, which results in a huge energy waste and heavy consumption bills in return. The Company indicated that it is keen to keep constant contact with all its customers across residential and commercial buildings that are being provided with the company's services. "The campaign aims to urge and encourage our customers to rationalize district cooling consumption by setting the air conditioner thermostat at 24°C Auto mode. This will result in reducing consumption bills, protecting environment, saving energy, and preserving resources towards a green future," Empower said.

"Rationalizing energy consumption should be a common focus for all of us, whether as a service provider or beneficiaries, because it is a sustainable practice that brings great and multiple benefits to the community and even to future generations," said Ahmad bin Shafar, CEO of Empower.

He further explained that setting air conditioners to the automatic mode at 24°C is an ideal option for effective and comfort cooling. "This process ensures low pressure on the district cooling network and contributes to a significant reduction in carbon emissions, which in turn reduces global warming."

Bin Shafar pointed out that rationalizing cooling energy consumption during the summer season in particular, contributes to preserving natural resources and protecting the environment. "Empower counts on the awareness of its customers to contribute to reducing energy consumption, and it spares no effort in adopting sustainable solutions in line with the 'Green Economy for Sustainable Development' initiative, which was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and then adopted by the Dubai government with the aim of limiting climate change and ensuring a better future for future generations by reducing electricity and water consumption rates and making Dubai a global hub for the green economy and the city with the lowest carbon footprint in the world by 2050", he concluded.

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