

Press Release

Empower's summer campaign succeeds in rationalizing energy consumption and reducing bills

Dubai, United Arab Emirates, September 5, 2023: Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, confirmed the huge positive interaction from its customers for its annual summer campaign to reduce district cooling energy consumption during summer under the theme 'Set and Save 24°C'. The campaign, which continues until the end of the summer season, is part of Empower's efforts to foster a culture of sustainability among its customers and in order for the company to continue providing environmentally friendly and world-class district cooling services.

The Company stated that the campaign provided customers with valuable tips to help them achieve the desired goals, including monitoring the AC thermostat and setting it at 24°C, keep the air conditioner filter clean, closing window curtains, sealing cracks in windows and doors, tinting of glass doors and windows, reduce heat from various sources and carry out home maintenance regularly to ensure their comfort and happiness.

Empower explained that during the summer period between June and August 2023, the company has received more than 10,000 calls phone calls from its customers, in addition to electronic messages, which exceeded 11,500 messages for the purpose of inquiring about the summer campaign and how to save on consumption, that demonstrates the increased awareness and interaction with the Empower's recommendations to reduce the energy wastage remarkably.

The Company also indicated that it maintains relentless communication with its more than 110,000 customers in various customer segments in residential and commercial buildings in order to urge and encourage them to rationalize district cooling consumption. The campaign, which is being launched for the tenth year in a row, focuses on educating customers about the necessity of setting the air conditioner temperature at 24°C as an ideal temperature for effective and required cooling, and as a means of bringing down their monthly bills on the one hand and contributing to protecting the environment, saving energy and resources, and reducing carbon emissions towards a green and sustainable world on the other hand.

Ahmad Bin Shafar, CEO of Empower, thanked the Company's valued customers of various segments and said: "All of us, whether as a service provider or customers, are benefiting from the service, and are concerned with the rationalization of energy consumption. Indeed, the benefits we gain from this sustainable practice are great for all of us and even extend to future generations".

The CEO also explained that rationalizing the consumption of district cooling energy in the summer, in particular, is essential to conserving natural resources and protecting the environment.

"Empower relies on its customers to be aware of the importance of reducing energy consumption and developing sustainable solutions. This is in line with the Green Economy for Sustainable

Development initiative 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 reducing climate change impacts and ensuring a better future for future generations. The initiative aims to reduce electricity and water consumption rates by 30%, making Dubai a global hub for the green economy and the world's lowest-carbon-footprint city by 2050", he added.

-Ends-