

Press Release

Empower's Annual Summer Campaign Urging Customers to Set Air Conditioners at 24°C

Dubai, UAE 17 June 2025: Emirates Central Cooling Systems Corporation PJSC (Empower), the World's Largest District Cooling Services Provider, has launched its annual summer campaign under the slogan, 'Set and Save at 24°C'. The campaign aims to reduce electricity consumption for cooling and promote energy efficiency practices as part of the company's sustainability strategies.

For the twelfth consecutive year, the campaign will run until the end of summer, raising awareness among Empower's more than 144,000 customers about the importance of responsible energy usage. This initiative is part of Empower's broader efforts to support the transition towards a sustainable environment and a low-emission economy.

Empower emphasizes that setting the air conditioner thermostat to auto mode at 24°C is a simple action with a significant impact. This practice helps reduce pressure on the power grid during the hot summer months, cuts carbon emissions, supports environmental protection efforts, and contributes to achieving sustainability goals.

Empower also highlights that its advanced district cooling systems consume up to 50% less energy than conventional systems, significantly boosting energy efficiency and reducing carbon emissions. The company continues to engage with its residential and commercial customers through awareness campaigns and multi-channel communications, encouraging them to take simple and effective actions for a more sustainable future.

H.E. Ahmad bin Shafar, CEO of Empower, stated, "Fostering a culture of responsible energy usage has become a national imperative and a shared responsibility that requires the collaboration of all members of society and relevant entities. At Empower, we are committed to leading sustainability efforts by providing innovative cooling solutions that enhance cooling energy efficiency and optimize resource utilization."

"The launch of this annual campaign for the twelfth consecutive year reflects our strong commitment to educating our customers on the importance of adopting conscious behaviors during summer. By simply setting the AC to auto mode at 24°C, every individual can directly contribute to environmental protection, carbon reduction, and easing pressure on the energy infrastructure," he added.

He further noted, "We believe that every sensible decision made by our customers, no matter how small, can make a big difference. Building a green economy doesn't only happen through policy; it starts at home, in our offices, and in our daily habits. This campaign is an open invitation for everyone to join this change and help shape a sustainable future for generations to come."

He affirmed Empower's commitment to supporting the vision of Dubai's visionary leadership in making the city a global hub for the green economy and advancing toward achieving carbon neutrality by 2050. "Through this campaign, we transform our commitment into action and enable our customers with the tools and knowledge to become true partners in reaching this national goal," he concluded.

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