

Press Release

## **Empower launches summer campaign and encourages its 136,000+ customers to reduce energy consumption and bills.**

- ❖ Bin Shafar: Protecting resources contributes to making Dubai a global hub for green economy and low carbon city

**Dubai, United Arab Emirates, 10 June 2024:** Emirates Central Cooling Systems Corporation PJSC (Empower), the world's largest district cooling services provider, launched its annual summer campaign under the theme 'Set at 24°C and Save' to reduce district cooling energy consumption during the summer. The campaign, the eleventh in a row, will continue until the end of this summer as part of Empower's efforts to consolidate sustainability practices among its more than 136,000 customers, who are being served with Empower's world-class, environmentally friendly district cooling services that use 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 huge energy wastage and heavy consumption bills in return. Therefore, it is keen to keep constant contact through this campaign with all customers across residential and commercial buildings that are being provided with the company's services and urge and encourage them to rationalize district cooling consumption by setting the air conditioner thermostat at 24°C Auto mode. This will result in reducing consumption bills, protecting the environment, saving energy, and preserving resources towards a green future, Empower stated.

"We're seeing a growing sense of responsibility among our customers regarding energy consumption. This is a positive trend, as rationalizing energy use should be a shared focus for all of us. As a service provider and alongside our customers, we can make a significant impact by adopting sustainable practices that benefit both our community and future generations", said H.E. Ahmad bin Shafar, CEO of Empower.

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, then adopted by the Dubai government with the aim of combating 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 added.

He further explained that setting air conditioners to the automatic mode at 24°C is an ideal option for effective and comfortable cooling. "This process ensures low pressure on the district cooling

network, leading to a significant reduction in power consumption. As a result, carbon emissions are minimized, contributing to reducing global warming”.

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