



簡介 INTRODUCTION

智「惜」用電計劃自二零零三年起，每年透過多項有趣又富教育意義的活動，鼓勵年青一代及公眾人士培養良好的用電習慣，每年均有數以萬計人士參加。

計劃近年以「綠得開心」為主題，強調實踐環保生活其實是很開心的事情。為加強針對年青一代，計劃亦透過新媒體宣揚訊息，並與不同團體合作，包括教育局商校合作計劃、香港青年協會賽馬會 M21 媒體空間、地球之友、長春社等機構共同策劃，舉辦工作坊、培訓課程及其他學習經歷的活動，鼓勵學生在校園及社區推廣及實踐環保。

Since 2003, the Smart Power Campaign has been organised annually to promote energy efficiency and conservation through various school activities and exhibitions. Every year, tens of thousand of people participate in various activities organised under the Campaign.

With younger generation in mind, we make use of new media to spread the green messages, and have also joined hands with the Education Bureau Business School Partnership Programme and other youth and green groups to come up with different activities that promote the theme "Be Green, Be Happy".

內容 CONTENTS

「綠得開心學校」標誌計劃



計劃歡迎全港中小學加入，成為「綠得開心學校」，並透過三星級嘉許制度，表揚環保表現出色的學校。參與學校除獲得證書及可使用計劃標誌外，更有資格參與不同環保教育活動，包括訓練班、講座、生態文物導賞團、環保手作班及參觀等。

Happy Green Schools Label Programme

Open to all primary and secondary schools in Hong Kong, the three-tiered programme offers a variety of Other Learning Experiences to member schools such as training classes, school talks, eco-tours, handicraft workshops and visits. Awards are given to schools with outstanding performances in green practices and promotion.



綠色能源夢成真

Green Energy Dreams Come True

為鼓勵中學生構思綠色能源夢，「智「惜」用電計劃亦設有「綠色能源夢成真」項目，透過提供資助及技術顧問，協助中學生落實在校內或向公眾、社區推廣可再生能源或能源效益的項目。

To encourage secondary school students to realise their green energy dreams, HK Electric introduced the “Green Energy Dreams Come True” programme under the Smart Power Campaign. Funding and technical advice are provided to students wishing to implement their plans in promoting renewable energy and energy efficiency on campus and in the community.

多元活動推動環保

Various Initiatives to Promote Green

每年均透過不同渠道如巡迴展覽、活動網頁及「Facebook」等，將環保資訊以互動形式帶到社區。

We also spread green messages to the community through roving exhibitions staged at different shopping centres every year and through the campaign website and facebook fans page.



成效 EFFECTIVENESS

為更了解參加者的需要，我們會透過問卷收集參加者對各項活動的意見。老師及學生普遍認為各項「其他學習經歷」活動，均能增加他們對低碳環保生活的認識。

計劃曾獲內地設計平台「成功設計」的「成功設計大獎」頒發年度成功社會影響大獎。

We collect feedback on our activities to better understand and address our participants' needs. Teachers and students both agree that the activities can help improve their knowledge of green living.

The campaign was awarded the “Successful Social Impact of the Year” by the Successful Design Award organised by a design platform in the Mainland.

對2015「其他學習經歷」活動的評分 Rating of Other Learning Experience in 2015

活動增加對低碳環保的認識

On enhancing low carbon knowledge



平均分 (滿分: 5)
Average score (Full mark: 5)

老師
Teachers

學生
Students

心聲 SHARING



鄭浩謙 (左一)
廠商會中學學生

Cheng Ho Him (1st left)
Student, CMA Secondary School

「我曾參加『微電影』創作比賽，推動我繼續參加有關訓練班，進一步學習和發掘拍攝及報道新聞的技巧，我希望將來能成為一位環保記者！」

“I have participated in the ‘Short Movies Competition’ which encouraged me to continue to join the training class on green news reporting. I hope to learn more about this and become a reporter on green news in the future!”



李冠彤 (後排左二)
大埔循道衛理小學老師

Mr. Lee Koon Tung (back row 2nd left)
Teacher, Tai Po Methodist School

「計劃活動多元化，訊息清晰，就是宣揚節能減碳，提倡環保生活，對同學很有幫助。」

“Campaign activities are very diversified, all aimed at promoting energy efficiency and a low carbon lifestyle. These have proved to be most enlightening to my students.”