當公共服務設施深入社區，與民生融為一體，進而達到互相依附、彼此支援的階段，服務的內容便已經從技術協助的層面提升到情感關懷的層面了。這是一種以人民為中心的服務模式。若這種以人民為本的原則再增進保護自然環境的理念，便更能擴展為「十年樹木、百年樹人」、天人融合的一種可持續發展的服務理想。
We always took it for granted that there would be light and power on hand when we needed it, without disruption. That is a great compliment to the power company, that we could take it as part and parcel of all our operations,” former Chairman of the Urban Council Mr. A. de O. Sales said in relation to CLP’s development.

While CLP takes pride in the fact that light and power are always available at the turn of a switch, it has in recent years taken the ideal of service to a higher level of expectation; this involved going beyond mere technical support and assistance to concern and caring. When this approach also includes the protection of the environment, it is possible to further expand it to meet the sustainable service ideal of “planting tree and cultivating people” as well as “integrating nature and humanity.”
樂在生活人為本

一九九五年，中電設在深水埗的陳列室定名為『中電樂在生活中中心』。一九九九年，首間為顧客作綜合服務的中電樂在生活中中心啟用。「樂在生活中」的服務精神，背後蘊藏著一個重要觀念的改變。過去的用戶是消費者，現在是客人、客戶，也是服務對象；而服務的目標是提高客戶的生活質素，使他們能夠真正樂在其中。

一九八三年，中電開始訂立客戶服務基準，積極與其他公司作出比較，頗具創意地尋求改善服務的途徑。翌年，通過新設立的客戶服務委員會，展開了一連串改善服務的具體工作。到了九十年代，中電積極拓展客戶服務的諮詢和聯絡組織，包括成立客戶諮詢小組和地區客戶諮詢委員會，全面深入地在社區建立一個交流和互助的網絡，使電力供應服務可以更自然、樂在其中地滲入社區居民的生活。

今天的工程師除專業以外，還要具備靈敏的社會觸覺，一九九七年底成立的社區關係部，擔當電力供應問題協調的角色，配合香港社會多元化的發展，緊密聯繫香港各社區，使電力工程師在專業以外，發揮社區關係技巧，為客戶提供優質的服務。

中電工程師梁紹珊先生
A brighter life for customers

In 1995, CLP opened its showroom at Sham Shui Po and named it "CLP Delight Centre". In 1999 the first centre was inaugurated and the theme of “We Brighten your Life” symbolized a great change in CLP’s idea of service. In the past, electricity users were consumers but now they have become customers and subjects of service. The aim is to raise their living standards and help them enjoy their lives.

In 1983 CLP started to set up benchmarks of customer service by comparing the standards of other companies and seeking innovative ways to improve them. In the following year, the Customer Services Committee was established to start the job of improvement. In the 1990’s, CLP further widened its consulting and communication network to establish mutual aid in the communities, including the establishment of Customer Consultative Group (CCG) and Local Customer Advisory Committee (LCAC), to ensure not only an improved supply but greater enjoyment of the benefits this could bring.
個有趣的事例，顯示出中電的
員工和市民已建立了一種血脈
相連的關係。一九九四年十
月，市民興高采烈通宵達旦地收看世界盃
直播賽事，中電的工程師打趣地說，只要
看用電量的升降，便可以知道賽事的情
況。市民然後能夠在其中觀賞緊張而精
彩的賽事，背後則全賴默默無聲的電力供
應。

另一個重要的設施，也反映出中電服務新
的路向與發展。一九九八年九月，中電推
出一項名為「一點手訊」的服務，特別為視
障和失聰的客戶，提供點字電費單和手語
服務；並與香港盲人輔導會合作，共同提
高對殘障人的服務水平。以人為本和以客
為尊的精神再一次得到了充分的體現。

特別為視障和失聰的客戶，提供「一點手訊」服務
“Easy Reach” programme—beneficial to the blind and deaf
A
n interesting event reveals how closely the CLP staff are linked up with their customers. In October, 1994, CLP engineers were able virtually to put their fingers on the pulse of the territory during live transmissions of the World Cup soccer matches, for by monitoring the rise and fall of electricity consumption they were able to follow the teams’ fortunes during the course of their matches. They could do this thanks to a silent and yet stable supply.

CLP is today putting major emphasis on serving its community. In the search for an innovative way to improve its services it launched a Customer Services Committee, and a consulting and communication network to maintain contact with its public. Its “Easy Reach” programme introduced in September 1998 also uses Braille bills and sign language for services to blind and deaf people. It has also become involved with the Hong Kong Society for the Blind to improve services to the disabled.
心存社群扶老弱

公用事业比其他企业占有优势，它以公众利益为前提，真正服务整个社会。因此，公用事业的企业文化更容易彰显出以人为本、以服务为本、以客户为先的关怀社群的特色。

Easy Bill —— convenient, saves time and saves money

電動花車
Electric festooned car
In comparison with other corporations, public utilities have the advantage of considering public interest as the most important and have the will to serve society. Hence, the enterprise culture of public utilities can easily display the characteristics of having people as the foundation, care as the base, and customers as the priority.

Caring for the Community

CLP takes part in a flower exhibition
中电员工的工作深入民间，他们最清楚市民在日常生活中对电力供应的各种需求。一九九四年，中电供电及客户服务部西区经理莫国华先生与一群志同道合的同事，发起成立中电义工队。据莫先生回忆，当年曾有同事提起新界元朗区有很多靠拆饭钱维生的独居长者，他们家中的电力装置及电器普遍陈旧，照明不足，插穗位置过高或过低，使用时既危险又不便，却无能力更换。于是，中电同事透过志气团体，接触需要援助的长者，再向中电高层报告；他们愿意在周六、日的公余私人时间，免费为独居长者服务。这个义举即得到中电高层的大力支持，并由公司提供免费车辆和电线材料，展开了「送光、送暖、送温」长者家居电器维修计划。

中电义工队深入乡村，为独居长者服务
CLP Voluntary Service Teams go into the villages to help the elderly living alone
The CLP staff do work closely with the community and clearly understand the daily needs of the customers. They are concerned with the conditions of the poor and old people living alone by themselves. These people possess equipment or connections that are faulty and potentially life-threatening. This was why Mr. Charles Mok, CLP Distribution and Customer Services Regional Manager-West, joined in 1994 with a group of colleagues to form Volunteer Service Teams to check on such people. They started with the Yuen Long area where some of their worst fears were realised. There were potentially dangerous situations where people had insufficient money to make repairs and replacements. Accordingly, CLP staff joined volunteer organizations to help these elderly people. They reported to CLP managers and worked voluntarily for these people on Saturdays and Sundays. This action quickly gained support from the Company. The Company decided to provide means of transportation and materials for repairing electrical appliances, and hence started the scheme of “Electrical Appliances Repairing Scheme for the Elderly.”

CLP Voluntary Service Team shares the limelight with entertainers

Familiar faces bring New Year warmth to the elderly – volunteers from among popular Hong Kong artistes and CLP personnel help elderly folks with their traditional house-cleaning
另　一位義工隊的始創人陳劍峰先生重溫了推動這個計劃的感恩。義工隊從成立初期的十多
位隊友發展到今天已有四百多位隊員，充分體現出中電員工上下一心，不分階層，
以助人為樂的熱誠。正如一位曾參與此項計劃達五年之久的譚志培先生表示，只要
看到受惠長者的笑容，自己亦會很開心。

最近幾年，義工隊在中電全力支援下，籌辦了多個關懷長者安全用電、特惠長者等
義務活動。義工隊不畏辛勞、無遠弗屆，奔波跋涉在偏僻的村落，為年老無援的用
戶修理殘舊的電器，使長者可以分享電氣化帶來的成果。八十二歲的徐婆婆多年前
從垃圾堆拾回的雪櫃早已失靈。當義工隊員把它修理好後，她打開「新」雪櫃，涼
氣撲面，不禁喜極而呼：「可以有凍水飲了！」
Mr. Chan Kim Fung, another founder of the team recalls: The Volunteer Service Team originally had about 10 members. Now there are 400 who not only operate in the townships but in remote villages. As Mr. Tam Chi Pui, a member who has joined the team for more than 5 years, says, when they see the smiles of the elderly people, they are also very happy.

Mrs. Tsui, an old lady of 82 living in straitened conditions had found an old refrigerator on a junk heap that was hardly functioning. The volunteer team came in, repaired it, gave it a lick or two of paint and switched it on for her. When the cool air from the “new” refrigerator touched her face, the old lady was overjoyed and cried out, “Now there is cold water to drink!”
Announcement of the CLP Concessionary Tariff Scheme for the Elderly
In the same spirit of altruism that prompted the Kadoories to help the poor and in appreciation of the staff’s caring hearts for the needy, the company has announced several schemes to help the elderly, such as “Caring for the Elderly”, “Rewiring Service Programme for the Elderly”, “Free Electricity for the Elderly During Handover Month”, and “Love and Care with Festive Fun”.

In the postwar years Hong Kong was flooded with immigrants, many of them with no capital or savings to earn a living on the land. The processes of urbanization and industrialization have often had great repercussions on traditional agriculture. Hence, the Kadoories (Lord Lawrence and Sir Horace) decided to give financial support and, with the help of the Agriculture and Fisheries Department, founded the Kadoorie Agricultural Aid Association (KAAA) in 1951. Its aim was to encourage the right mental outlook by “helping people to help themselves” and encouraging poor farmers to earn their own living. Since its establishment, there have been over 312,000 people from 1,218 villages who have benefited from its assistance.
農
業輔助會與農民合作，共修建了一百九十五哩的村路和小徑，二百五十多座橋樑，五十
二哩的灌溉水道、輸水管和數以百計的水渠和水井，以協助鄉民從事耕種。據一九九
二年初統計，貸款予鄉民的總額高達一億四千八百萬港元。一九五五年，政府通
過了嘉道理農業貸款基金條例；四十年來，嘉道理農業輔助會不遺餘力服務鄉
民。至一九九五年，立法局通過嘉道理農場暨植物園公司條例，確立了該園推行自
然保育及教育的新目標。

博愛醫院曾元鴻先生是在元朗出生及長大
的居民，童年時目睹了昔日新界居民每年
飽受颱風和水災打擊的苦況。他十分感慨
地說：由於當時社會福利制度未臻完善，
災後居民的生活困苦不堪。後來農業輔助
會發給農夫、建屋水泥、疫苗和藥品等應
急，居民的困難才得以舒解。荃灣鄉事委
員傅合先生更感激輔助會送錢給貧窮的鄉
民上學讀書。

所謂人情處處，處處人情。情之所至，上
下同心。一種關懷社群的企業文化的形
成，不是少數能獨力創造的，而是基於整
體機構崇高的服務目標自然而然地培育出
來的。

嘉道理農業輔助會援助新界農業發展
KAAA helps improve agriculture in the New Territories
As a resident of Sha Tin, and daughter of Mr. Roy Pereira, I can recall the valuable help given by Mr. Kadoorie in years when the New Territories was a predominantly rural area, relying on rice and vegetable farmers to supply the huge demand in the urban areas for food and produce.

Mrs. Teresa Gaggino

Through cooperation with the villagers, KAAA has built 195 miles of village roads and paths, more than 250 bridges, and 52 miles of waterways, water pipes and hundreds of nullahs and wells, to enhance agricultural development. According to early 1992 statistics, loans to the villagers had reached the sum of $148 million. In 1955, the government approved an ordinance to provide for the administration of the Kadoorie Agricultural Aid Loan Fund (KAALF) as a trust fund. In the following 40 years, the KAAA had served the villagers continuously. In 1995 the Legislative Council passed an ordinance to incorporate the Kadoorie Farm and Botanic Garden and formalize its new environmental conservation and education mission.

Mr. Tsang Yuen Hung of Pok Oi Hospital was born and has grown up in Yuen Long. He witnessed in his childhood the harsh conditions of the villagers of the New Territories during typhoons and floods. He comments that because the social welfare system was not satisfactory in the past, people after natural disasters were in a critical condition. KAAA would distribute pigs, cement for building, vaccines and medicines, to relieve the difficulties of the villagers. Mr. Fu Hap of Tsuen Wan Rural Committee is also grateful to the KAAA for its generous financial support for poor students.

Good will is seen everywhere and whenever there is a caring heart people will respond to it. An individual cannot create a culture within an enterprise of caring for the community. It is based on the noble aim of service throughout the whole institution and then it grows naturally.
自然環境齊保護

「天人合一」、「與萬物齊一」，象徵著中國傳統保護環境的智慧。

過去二十年，美國環保學者倡議在工商業發展中培養「生命的愛」的精神，主張在追求經濟成就的同時，不能忘記萬物並育的原則。這表明，在環保問題上，古今中外都是人同此心，心同此理。企業關懷社群，勢必擴至惠澤自然，始合乎公共利益。

七十年代後期，中電在各方面的業務規劃，包括電廠的興建、輸電線路的安裝、電纜的鋪設，都已開始切實關注環境的清潔和安全。八十年代新建青衣發電廠時，中電就聘請專家作環境評估，對煙囪排出的廢氣、水的污染、噪音、處理煤灰所引起的塵埃和電廠的面貌，作出專業的研究和設計。由於當時香港政府尚未訂定環保標準，中電決定採用英國的標準，以求達到先進國家的水平。青山B廠的煙囪達到二百五十米高，已是世界上有數的最高煙囪。至於燃煤廠的設計，成功處理燃煤所產生的煤灰，既可把煤灰造成建築材料，又可廣植樹林绿化郊野公園。一九九六年，中電又引入天然氣作發電燃料，進一步減低了環境污染。
While CLP is doing much on the individual level, no less a priority is the community at large and the environment that surrounds it. The name given to this is “biophilia,” a term created by American environmental scholars in the last 20 years, reminding us that in achieving economic progress, we must not forget the mutual relationship between man and his habitat. The major concerns were obvious, the detail needed to be uncovered.

Since the late 1970s, CLP has already been concerned with the protection of the environment in the development of its business management. The Company hired experts to assess such things as exhaust gas emission, water pollution, noise and the handling of coal ash. With no defined environmental protection standards in place in Hong Kong, CLP took the lead of the United Kingdom and adopted these guidelines. Hence the Castle Peak ‘B’ Station had a chimney that at 250 metres was one of the tallest in the world. The design of the coal ash lagoon successfully treated the ash and turned it into construction material. In 1996, CLP introduced natural gas as fuel for power generation and thus reduced the pollution of the environment.
電的努力，得到本地社會和國際專家的認可。一九九六和九八年，香港工業總會先後兩次頒予中電『香港環保企業獎』。龍鼓灘電廠更榮獲一九九九年『香港工業獎：環保成就』的殊榮。二零零零年，中電的環保發電和輸電管理獲得國際ISO 14001認證，開創了企業環境保護的新里程。

一九九八年至二零零零年期間，中電深入探討了環保供電的優質服務問題，先後公布了兩份『環境、健康及安全（環健安）管理報告書』，並發展了一個網絡化的『環境、健康及安全資訊系統』，向所有員工提供有關政策、標準、程式、指引及表現記錄的資訊。

獲『香港工業獎：環保成就』
Awarded the “Hong Kong Award for Industry: Environmental Performance”

綠化新界各處輸電塔環境
Laying “green carpets” under the transmission towers in the New Territories
For these and other endeavours, CLP has won awards and recognition at home and overseas, twice in 1996 and 1998 having been the recipient of the coveted “Hong Kong Eco-Business Award” and in 1999, the “Hong Kong Award for Industry: Environmental Performance” for the Black Point Power Station. In 2000 an ISO 14001 was granted to CLP Power for its power generation and power supply management.

From 1998 to 2000, CLP has researched on questions of environmental protection, power generation and quality services. The Company has issued two “Environmental, Health and Safety (EHS) Performance Reviews” and developed a network-based “Environmental, Health and Safety Information System” (SHEINFO), publishing reviews on environmental, health and safety performance, as well as information policies, standards, programmes, guidelines and records to staff—an exercise in public transparency that demonstrates its concern to be a standard bearer in community care and protection.

Performing noise tests guarantees a quiet living environment.
要真正貫徹環保的工作，單憑日常業務的運作和管理還不足夠。中電深知這個道理，早在八十年代便開始在新界各處發電站附近大規模植樹，又把中電苗圃的植物，送給各個有需要的政府部門。到了九十年代後期，中電植樹的數目已達一百多萬棵。一九九八年，漁農自然護理署籌辦「企業植林計劃」，中電是首家作出回應的機構，並捐款一百五十萬元資助各項環保計劃，包括「中電公益林」計劃。二零零零年，再把該項計劃擴展為「中電新力量」的千禧紀念活動，其中尤以「中電網上公益林」計劃最受矚目。這項網上植林活動，目的是鼓勵年青一代更積極、更主動地保護環境。中電常務董事白羅善先生更指出，中電希望藉著這些活動，讓年青人認識保護環境及維持生態平衡的重要性。當時的市場及客戶服務總經理顧爾言先生亦打趣地指出，透過互聯網，中學生隨時隨地在網上植樹，體驗箇中的意義和樂趣，就像電子寵物一樣，培植「電子樹木」。

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大眾同來參與「中電公益林」、「企業植林計劃」Public participation in "CLP Woodland" and "Corporate Afforestation Scheme"
Another venture is to help in the forestation of Country Parks and at last count CLP had planted over a million trees in various locations. In addition it has put up $1.5 million for various activities in environmental protection. One was to encourage teenagers to take part in a “Cyber Woodland” project of the CLP Young Power Programme where they would share in the responsibility for reforesting their neighbourhood which, with the help of nature, should pay rich dividends for a future generation. As CLP Power’s Managing Director, Mr. Michael Price, noted the company aims to teach young people the importance of preserving the natural environment and maintaining an abundance of biodiversity. Mr. Irving Koo, the then CLP Power General Manager - Marketing and Customer Services, points out: Through joining this programme, students can experience the joy of tree planting anytime, anywhere and watch them grow “like Tamagochi, only this time it’s Tamago-tree!”
這種網絡化環保教育活動，成為中電支援社群、推動環保工作的新路向。今天，中電再展開「中電新力量─Online衍生機」。白禮義先生強調，這項活動以生態平衡為主題，教育新一代認識保護環境和維持生態平衡的意義。這項活動實際配合了一九九九年中電在屯門成立的中華白海豚資源中心，使年輕一代更具體地領略自然環境生存的奧妙。

在屯門成立中華白海豚資源中心（一九九九年）
China White Dolphin Resource Centre at Tuen Mun, 1999
Internet educational activities for environmental protection have become the new direction of CLP’s work in supporting the community and promoting environmental protection.

Today, CLP runs the “EcOnline.” “EcOnline” is part of the Young Power Programme launched in 1999 to educate youth on environmental protection. Mr. Price, emphasizes that the theme for these activities is ecology and biodiversity. CLP aims to teach young people about the importance of preserving the natural environment and maintaining an abundance of biodiversity. The activities supplement the opening of the “Chinese White Dolphin Resource Centre” and have helped teenagers learn the marvels of ecology in a natural environment.
社區同樂賀百年

歷史帶給人溫情；因為從歷史的追憶之中，我們可以深切體會前人的智慧、努力和辛勞。過去的艱苦奮鬥，十年樹木，百年樹人，終於能夠光輝耀百載，輝煌照未來。一個企業的成功，最重要的是始終如一地奉獻社會，使社區更榮昌盛。正如中電控股主席米高·嘉道理在百周年亮燈儀式總結發言時所說，「中電建基香港，以港為家。無論過去或以後，中電對於能在推動本港發展上盡一分力，深感自豪。」
History brings to people a glow of warmth, since from remembrance of the past we can know more about the wisdom, effort and hard lives of our predecessors. The spirit that motivated this praiseworthy endeavour has the potential to transform the lives of helpless people in the towns and cities. As Mr. Michael Kadoorie said at CLP’s centenary lighting ceremony: “CLP is a Hong Kong company and Hong Kong is our home. The Company’s continued commitment to serving the community symbolizes our pride in our past and our confidence in the future.”
慶祝中電百年，中電所設計的園藝標誌也體現了這種精神和信念。一棵茁壯的樹木長出一片「樹葉」，是取「百年樹人」之義，正好像徵了中電以人為本，致力服務社群，積極推動環保的企業宗旨。基於推動環保的「樹木」與培育後輩的「樹人」信念，中電又在屯門舉辦了植樹馬拉松的活動，提倡種樹達到十萬棵的目標；參加者包括一千多名學生、社區領袖和職員。香港郵政為配合中電「百年樹人」的紀念活動，特別發行了一套以香港常見樹木為題的紀念郵票，以祝賀中電百年大慶。
In celebrating the centenary, the CLP centenary logo also symbolized this spiritual idea. A strong tree with 100 leaves refers to the saying, “to reap a return in a hundred years”. This represented CLP’s principle, as a corporation which makes people the foundation, serves the community and promotes environmental protection. Based on the idea of environmental protection (“rearing tree”) and education (“rearing people”), CLP held a Centenary Tree-Planting Marathon at Tuen Mun, aimed at planting 100,000 trees. The participants included over 1,000 students, community leaders and employees. In order to celebrate the centenary of CLP, Hongkong Post also issued a series of commemorative stamps with popular Hong Kong trees as the theme.
為表示對社會的謝意，中電選擇了以回饋所有客戶二百元的方式，重申服務社群的信念。這項活動深得社會各界的讚許。

與此同時，中電特別邀請六位百歲人瑞的客戶，出席中電百周年特刊《光耀百年》午宴，並每人饋贈一個重足金「壽」字金牌，以增添百年樹人、以人為本的百年紀念活動的氣氛。秉承過去關懷長者的傳統，中電特備席席賣宴，招待「長者電費優惠計劃」的受惠者共六百名長者和他們的親友。敬老賣宴賀百年，也是回饋社會一種簡單而有深刻意義的安排。百年樹人必須依賴企業和社群的互相支援才能取得成功。取之社會，回饋社群，正是慶祝百年最佳的寫照。

Six people over 100 years of age were privileged guests at “A Century of Light” luncheon.
For an occasion as momentous as the company’s centenary a little hip-pocket happiness was in order and CLP decided to give a $200 rebate to each customer—a gesture that won universal approval.

Also CLP invited 6 customers over 100 to attend the luncheon ceremony of “A Century of Light”, the special publication for the centenary celebration, and gave each a gold plate inscribed with the Chinese character “shou”, meaning “longevity”. It also prepared a vegetarian banquet with 100 tables for 600 elderly customers and their relatives who had taken part in the “Concessionary Tariff for the Elderly” to demonstrate its concern for the people it serves. The success of reaping a return in a hundred years needs the mutual support of the enterprise and the community. This is the best description of this centenary celebration.