

## **Philips targets school children in the UAE with campaign to explain the benefits of energy efficient lighting**

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**Royal Philips Electronics has announced a new campaign on the environmental benefits of energy efficient lighting aimed at school children in the UAE.**

The new program, 'Knowing is sharing and acting', targets school children elementary and secondary and includes a 30 minute presentation including the use of giveaways and mascots (Green Lampee).

Philips will follow up with a second visit to interact with the students by conducting a Q&A session with interesting prizes for the students, whilst comic books, which communicate the overall message of a healthier planet, will be also distributed to ensure that children take home valuable inputs that remain etched in their memories and one that motivates them to 'walk the talk'. In addition, together with schools we will create a group of students 'The Green Lampee Worriers', who will be part of this Philips energy efficient lighting campaign.

The first lecture was held at Dubai International School (DIS) where presentations were given to students of Grade 2 till Grade 5. Philips was invited to 'the science fair' which was initiated by DIS. Philips participated with a stand in which pupils learned about the finer aspects of climate change, energy saving and what needs to be done on an immediate daily basis.

Philips distributed Energy Saving lamps for free and all this was met with an extremely enthusiastic response.

'This is indeed a wonderful initiative undertaken by Philips. Often we end up paying mere lip service to important and critical needs that we need to address. We look forward to having more such interfaces and sessions in our school in association with Philips'

said: Mr. Salah Sharara, General Director of DIS.

Philips is the world leader in energy efficient lighting solutions and has long been campaigning for a switch to more efficient lighting solutions, which will not only save energy but also help us respect the environmental needs of our planet. The key issue today is to speed up the switch over rate from the older less efficient existing technologies, much in use today, to a new generation of efficient lighting. One of the key areas in this strategy is to explain these benefits of energy efficiency to the younger generations.

'Philips has always acknowledged the need to act and act fast on saving the eco system. It is vitally important that we continue to communicate on the benefits for us all of a switch to energy efficient lighting. By focusing on schools we can start to educate the citizens of tomorrow and hopefully motivate them to push for more action. We plan to sustain this initiative across as many schools in the UAE/GCC as possible', said:

DP Smedema, General Manager Philips Lighting Middle East.

(AME Info)