

15 November 2007

### **Genesis Energy launches vision for the future – the Hello Tomorrow Programme**

Genesis Energy today announced the launch of its Corporate Social Responsibility (CSR) strategy and outlined a number of key initiatives as part of its commitment to operating its business in a socially responsible manner. Known as the Hello Tomorrow Programme, the CSR strategy brings together Genesis Energy's work on corporate responsibility and sustainability, and has now been significantly expanded by increased funding and new programmes.

The launch was marked by an event in central Wellington attended by the Honourable David Parker, the Minister of Energy and the Minister Responsible for Climate Change Issues.

Chairman of Genesis Energy Brian Corban said that the company has been working in various areas of CSR for a number of years.

“However, we thought it was time to formalise all our activities under one umbrella - the ‘Hello Tomorrow Programme’. The Hello Tomorrow Programme is our vision for making a difference to New Zealand through our actions as a business, in the community and through our environmental efforts. It puts into practice our views on what a sustainable and successful CSR programme looks like.”

The Minister David Parker welcomed the launch of the Hello Tomorrow Programme saying that he was delighted that Genesis Energy is taking such pro-active steps in the area of sustainability and climate change.

“The New Zealand Government is committed to reducing New Zealand's greenhouse gas emissions, and clearly our energy suppliers have an important part to play in this. I am pleased that the new CSR strategy from Genesis Energy is clearly a positive

and meaningful step towards the company both reducing its emissions, and moving forward on social and environmental commitments.”

At the launch Genesis Energy announced a further \$2.5 million of funding for its pioneering Schoolgen programme. Schoolgen is a dedicated renewable energy programme that installs photovoltaic (solar) panels in schools. The photovoltaic (PV) panels allow the schools to generate a portion of their own electricity, but more importantly, Schoolgen focuses on teaching children about renewable energy, energy efficiency, electricity generation and climate change.

Mr Corban said that the increased funding from Genesis Energy will take Schoolgen to a new level.

“Our goal is to have PV panels installed in 50 schools by 2010, and to have every school in New Zealand involved in the Schoolgen programme in some way in the next five years. We believe that helping children learn about renewable energy is critical in our carbon constrained world.”

Mr Corban said that as well as Schoolgen, Genesis Energy also runs two other major CSR programmes.

“Our key social programme is the Genesis Oncology Trust (GOT) which provides grants for cancer research that will lead to improvements in care and treatment. It is the second largest funder of cancer research in New Zealand with an annual distribution of \$550,000.

“As part of the Hello Tomorrow Programme, we’re planning to significantly increase the grant funding that GOT distributes, build in more opportunities for our employees to be involved, and get more of our customers involved through donations to GOT.

“We’re also working on an Ecology Project which will provide an umbrella entity for our existing environmental and ecological programmes such as the Blue Duck Trust, the Lake Waikaremoana Hapu Restoration Trust and the Tongariro National Trout Centre. We’re planning to extend these initiatives by creating opportunities for customers, employees, suppliers and business partners as well as the broader NZ public to be involved.

In his speech Brian Corban also touched on what Genesis Energy was doing itself in terms of sustainability and renewable energy generation. He outlined how Genesis is reducing the CO2 intensity of its generation through projects like its new e3p gas turbine at Huntly. The commissioning of e3p earlier this year resulted in a 36% reduction in the carbon emissions of Genesis Energy's generation portfolio over the three months from July to September. Genesis Energy is also setting targets and has introduced new programmes to reduce its own energy use, water consumption and waste.

For further information:

Genesis Energy website [www.genesisenergy.co.nz](http://www.genesisenergy.co.nz)

Schoolgen website [www.schoolgen.co.nz](http://www.schoolgen.co.nz)

ElectroCity educational game [www.electrocity.co.nz](http://www.electrocity.co.nz)

Genesis Oncology Trust [www.genesisoncology.org.nz](http://www.genesisoncology.org.nz)

Contact:

Richard Gordon

Genesis Energy

09 580 4782

021 681 305

[richard.gordon@genesisenergy.co.nz](mailto:richard.gordon@genesisenergy.co.nz)

Arwen Vant

Senate Communications

09 353 6626

021 484 232

[arwen@senatecommunications.co.nz](mailto:arwen@senatecommunications.co.nz)