



## Presse - Information

### **ECE starts green power initiative in Germany**

#### **In its shopping centers, the market leader relies on green power with "ok-power" label – 155 million kilowatt hours of hydro power**

**Hamburg, January 24, 2008** – ECE Hamburg continues to set an example in climate protection: Since January 1, the European market leader in the shopping center business has been supplying 48 of its shopping centers and also its head office in Hamburg with clean power generated by Scandinavian hydroelectric plants. This green power has been certified by the energy company Vattenfall with the authorized seal of approval „ok-power“ of the association „EnergieVision“. Alexander Otto, CEO of ECE: "We want to demonstrate that sustainability and operating efficiency, the pleasure of shopping and environmental awareness are by no means contradictions. Long-term thinking has always been one of ECE's core competences. Already in the past, we optimized the energy use in our shopping centers, e.g. by using recuperators and energy saving lamps. Now we are seeking to cover the indispensable energy needs in a way that is as eco-friendly as possible and that ensures maximum climate protection.

The 48 participating ECE centers draw a total annual amount of approximately 155 million kilowatt hours of green power in the form of hydro power, which is certified with the "ok-power" label. According to conservative estimates, carbon dioxide emission can thus be reduced by 53,200 tons per year– which is the equivalent of an annual CO<sub>2</sub> emission of 1,100 three-person households. "At the moment, our other centers are still under contract with public utility companies. However, in the upcoming years we are going to considerably increase their share of green power, as well", states Otto.

Apart from clean power in the form of hydro power, ECE also relies on the sun as an eco-friendly energy source. For example, a modern photovoltaics system for the utilization of solar energy will be provided on the roof of the new Ernst-August-Galerie in Hanover, which will open this fall. The system will be installed on a surface of 2000 square meters and will supply the power system with solar energy in accordance with the requirements of the Renewable Energies Act (EEG). In addition, ECE keeps optimizing the energy efficiency of its shopping centers, currently deploying cutting-edge illuminants.

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