



# ORGANISATION OF EASTERN CARIBBEAN STATES

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## PRESS RELEASE

### OECS launches Power Savers campaign to promote energy efficiency

**(OECS Secretariat, Castries Saint Lucia)** The Organisation of Eastern Caribbean States (OECS) Secretariat is launching a public education and awareness campaign, **Power Savers—The Power Is in Your Hands**, to help OECS residents, businesses and institutions become more energy efficient.

The Power Savers campaign will kick off during CARICOM Energy Week, with launch events scheduled from November 11 in OECS Member States. According to an Econoler study completed earlier this year, energy costs across the OECS region are amongst the highest in the Western Hemisphere, with businesses and institutions spending more than EC\$340 million each year on energy; and some families spending more than 20 percent of their income on energy.

“It’s time we all become more energy conscious and take steps to lower our power consumption,” advises Leonard Deane, Project Coordinator of the OECS’ Sustainable Energy Technical Assistance (SETA) Project. “Practising energy efficiency not only reduces our utility bills, it reduces greenhouse gas emissions, which cause climate change”, Deane added.

The key message of the Power Savers campaign is that the power to save energy and money is within reach for residents, businesses and institutions. Power Savers provides practical energy-saving tips to become more energy efficient, manage energy costs, and reduce impacts on the environment.

The November launch will feature a media blitz that includes a series of television infomercials and radio public service announcements across all Member States of the OECS. A new Power Savers website, with e-newsletters, webinars and a series of fact sheets, can be found at [www.powersavers.org](http://www.powersavers.org).

“We encourage everyone to join the energy efficient movement because the power to stop wasting energy really is in our collective hands,” Deane emphasised.

Power Savers is an awareness campaign executed under the Sustainable Energy Technical Assistance (SETA) Project of the OECS Secretariat, and is funded by the Caribbean Development Bank.

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