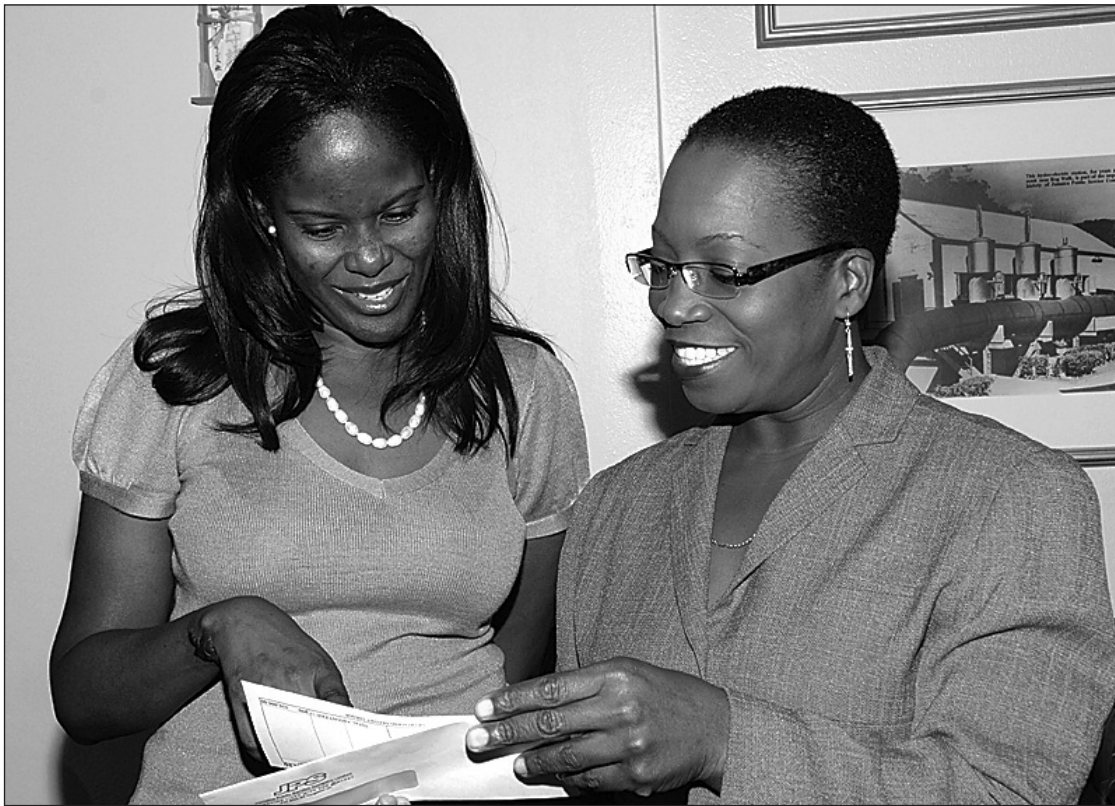


JPS Takes Its "Green" commitment to another level

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The Conference, which was hosted by Environmentally Conscious Consumer Operations (ECCO) Magazine, was held under the theme: Creating Economic Solutions. It afforded local and overseas participants the opportunity to focus on the critical issue of environmental protection. The organisers positioned the Conference as, "...having the potential to become a regionally recognised opportunity for professionals in all industries, providers of eco-friendly products, as well as researchers, to access a platform



Shelly-Ann Dunkley, (left) Managing Director - ECCO Magazine, is happy to receive the sponsorship cheque from Winsome Callum, JPS Head of Corporate Communication.



From L-R, Shelly-Ann Dunkley, (left) Managing Director - ECCO Magazine, Andrea Thomas a Representative of ATL, and Hugh Cresser, Consultant - Sustainable Tourism Development, listen keenly as Ruthlyn Johnson (right), Corporate Communication Officer at JPS, provides details on the model of the Munro Wind Farm which JPS commissioned in October 2010.

to share their knowledge, experience and products."

Some of the areas that the conference focussed on were: Managing Environmental Risk; Assessing Your Organisation's Carbon Footprint and Developing Metrics to Track Progress; Improving Energy Efficiency; Implementing Proper Waste Management in Businesses; and Growing a Green Economy: Alternative Power and Recycling.

JPS has been showing its commitment to environmental protection through a number of initiatives. These include: the introduction of more renewable energy in its generation mix, the implementation of its own recycling programme involving JPS locations across the island, and partnership with the Forestry Department on a tree planting programme.

JPS Urges Conservation

JPS is urging customers to conserve on their electricity usage, as this is the most effective way of keeping their bills down, in light of the rising cost of oil on the world market. The country is dependent on oil for over 90% of electricity generation, so any movement in oil prices has a direct impact on the fuel charge on electricity bills.

The Fuel & IPP charge on bills for March is \$20.499 per kilowatt-hour (kWh) compared to \$17.579 in February. As a result of this increase, customers will see an average 10% increase in their bills. Apart from the customer's energy usage, there are two key components that will cause a customer's bill amount to change from month to month.

They are: the fuel rate and the foreign exchange rate – both of which are outside the control of JPS. The fuel charge now represents between 60% and 70% of customers' bills. Customers are therefore being encouraged to continue to use electricity efficiently, as the total amount on your bill is determined by how much electricity you use.

Partnering with Business

As part of its ongoing support for the local business sector, JPS will be a sponsor of the Jamaica Chamber of Commerce's 2011 Awards Dinner, to be held this Thursday, March 31.

"JPS' partnership with the Jamaica Chamber of Commerce (JCC) is in keeping with our commitment to play our part in the development of Jamaica's economy. Jamaica's future depends on our ability to establish

strong partnerships. JPS is proud to be a long-standing partner of the JCC, and we pledge our continued support for initiatives aimed at stimulating growth, and recognizing excellence among business men and women," says JPS President & CEO, Damian Obiglio.

He explains that JPS' most important role is to provide a safe, reliable and reasonably priced

source of electricity. To this end, he notes, over the last three years, the Company has invested close to US\$200 million in system expansion and infrastructure upgrades to improve efficiency and service quality. Additionally, JPS works closely with large businesses to identify and address their unique needs and challenges. The Company also provides energy management training and support for businesses.