

17 November 2015

“5-minute Shower Challenge” Mobile App up and running

Innovative sound-sensor timer to help achieve water-saving towards
CO2 emissions reduction and raising *WaterBaby*

Hong Kong environmental group Green Power with full support from China CITIC Bank International Limited (“CNCBI”) is for the fourth year in a row to launch large-scale water-saving and carbon dioxide reduction campaign “5-minute Shower Challenge” across Hong Kong, calling on Hong Kong citizens to adopt a “5-minute shower” practice. A free “5-minute Shower Challenge” Mobile App is being launched as a special highlight this year to help members of the public to control shower time, save water and cut carbon emissions for the benefits of Mother Earth.

Dr. Man Chi Sum, Chief Executive Officer of Green Power, says, “The ‘5-minute Shower Challenge’ has drawn increasing enthusiasm from all walks of life year by year, reflecting the public’s awareness of the importance of water conservation and carbon emissions reduction. The ‘5-minute Shower Challenge’ Mobile App made available this year is designed to help Hong Kong citizens to practice 5-minute shower more conveniently. An innovative sound-sensor timer is incorporated to track the app user’s shower time. It is hoped that the app will encourage more people to play a part in water conservation and carbon emissions reduction. A person can reduce 11kg of carbon dioxide emissions a year by limiting showers to 5 minutes. About 78,000 tonnes of carbon dioxide can be eliminated per annum if the entire Hong Kong population does the same.”

Ms. Zoe Lau, Director of CEO Office, CNCBI, says, “The Bank takes pleasure in offering our full support to Green Power for the ‘5-minute Shower Challenge’ for the 4th consecutive year. Technological gadgets are indispensable in the Internet+ era. Smartphones and tablets can help to manage our daily life while enhancing the convenience and efficiency of our everyday experience. The ‘5-minute Shower Challenge’ Mobile App will be an effective tool to help Hong Kong citizens to save water and reduce carbon dioxide emissions.”



Sound-sensor timer helps raise the *WaterBaby*

The “5-minute Shower Challenge” Mobile App boasts 6 distinctive features. The most important one is for helping the app users to control shower time within 5 minutes with use of 1 of the 4 available timers including a special sound-sensor timer, sandglass, clock, or the Shower Song. The sound-sensor timer can sense the sound of running water automatically. It will stop when the shower is switched off, but will continue counting once the shower is on again. This can get a more accurate gauge of shower time.

Raising the *WaterBaby* is another interesting, interactive feature. *WaterBaby*, an animated character in a water-drop shape specially designed for the mobile app, will become happier and livelier if the user completes the “5-minute Shower Challenge” again and again. Every time when a challenge is completed, the user will earn WaterCoins which can be used to redeem items like clothes, accessories and toys for the *WaterBaby*.

In addition, app users can learn about their shower time instantly on the “Shower Challenge Chart” and compete with other users for the title of “Carbon Reduction Champion”. They will also enjoy easy access to useful information about water conservation and carbon dioxide emissions reduction in Hong Kong and worldwide through “Shower News Station” and the “Shower Quiz Game”.

Both iOS and Android versions of the “5-minute Shower Challenge” Mobile App are now available for free download from the App Store and Google Play. Those who successfully downloaded the app can obtain a pair of shower gloves as free gift at any CNCBI branches (except Shanghai Street Branch) by 18 December 2015 while stock lasts.

Ms Ivana Wong to continue as 5-min Shower Ambassador

Following last year’s success, singer-songwriter Ms. Ivana Wong this year takes up the role of ambassador for the “5-minute Shower” again, helping to stimulate more interest in the newly-launched mobile app. The original theme song Shower Song created for the challenge continues to be a hit this year and it is currently available on various media platforms. Running a full length of 5 minutes, Shower Song is also incorporated as one of the timers for the mobile app, allowing the app user to sing along in the shower.

More than 160,000 participants up for the challenge

A series of “5-minute Shower Challenge” activities are organised for academia and the public every year. For the former, primary schools across Hong Kong have been invited to take the challenge and limit showers to 5 minutes for 21 days. A total of 49,113 primary students have participated in a host of activities this year, taking the lead to spend no more than 5 minutes in the shower starting 1 November. The joint effort of some 50,000 primary students is anticipated to eliminate more than 30,000kg of carbon dioxide emissions. The achievements have been encouraging over the years with the participation of more than 160,000 students and members of the public in the “5-minute Shower Challenge”, contributing to a carbon reduction in excess of 420,000kg, which is equivalent to the carbon dioxide absorbed by nearly 35,000 trees a year.

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